MOBILE WORLD CONGRESS

Barcelona | 24 – 27 February 2014


CREATING WHAT'S NEXT

www.MobileWorldCongress.com

See interactive features inside!

An event of

MOBILE WORLD CAPITAL BARCELONA

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TIME FORTUNE

CREATING WHAT'S NEXT

Discover What's NEXT

Mobile is a catalyst of change and innovation. Mobile is creating the next connected device that transforms communication. Advancing the next payment system that alters commerce. Launching the next must-have app that changes how we interact.

Mobile World Congress is the blueprint for the NEXT big innovation. Whatever is coming NEXT will likely be born at Mobile World Congress 2014 – either announced on stage during our Conference programme, showcased in our award-winning Exhibition, or conceived during one of the thousands of meetings taking place during the week.

If you're a part of the mobile industry, you won't want to miss it. Join us in Barcelona where we are Creating What's NEXT.

The Highlights

Mobile World Congress is full of opportunities! Don't miss these highlights:

- A world-class thought-leadership Conference featuring visionary keynotes and panel discussions (see page 10)
- A cutting-edge product and technology Exhibition featuring 1,700 exhibitors (see page 37)
- The world's best venue for seeking industry opportunities, making deals, and Networking (see page 36)
- App Planet, the Centre of the Mobile Apps Universe, where the mobile app community gathers to learn, network and engage with innovators (see page 27)
- mPowered Industries, a new conference and exhibition programme for those in the Health, Marketing & Advertising, Media, and Travel verticals (see page 42)
- And the Global Mobile Awards programme, where we recognise advancements and achievements in the industry (see page 33)

Are you going to be at Mobile World Congress?

During the four-day event, more than 72,000 senior mobile professionals will network, showcase and exchange ideas – you can't afford to miss it. Register today and be a part of **Creating What's NEXT**.

GSMA MOBILE™ WORLD CONGRESS

MWC By The Numbers 4

Overview of the Week 6

Conference Programme 10

Featured Programmes 22
- Partner Events
- App Developer Conferences
- Forum Series
- Professional Training
- Power Hour

GSMA Programmes 32
- Ministerial Programme
- Global Mobile Awards
- GSMA Seminars & NFC Experience
- Networking

Exhibition 37

Sponsors & Partners 38

mPowered Industries 42

General Information 45
- Social Media
- My MWC
- Mobile World Live
- Choose Your Pass
- Registration Information

Travel Information 50

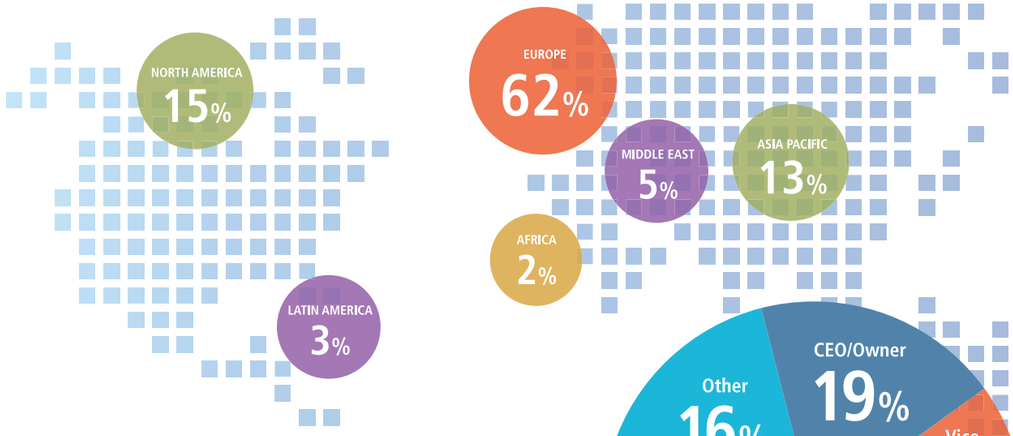
MWC By The Numbers

A TRULY MOBILE WORLD

202 Countries Represented

There's a reason we call this event Mobile World Congress: attendees come from all around the globe

2013: Our Largest Ever Event
with an attendance of
72,534



ATTENDEES

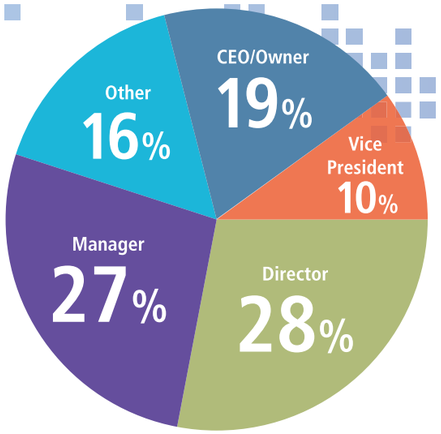
Leaders from Around the World

57% C-Level Executives

10,000 Operator Attendees

1,700 Exhibitors

4,300 CEOs



MWC offers thought-provoking content and networking opportunities that attracts senior-level attendees

YEAR OVER YEAR GROWTH

Three straight years of significant attendee growth

72,534 2013

67,176 2012

60,361 2011

MWC By The Numbers

WHY DO YOU ATTEND MOBILE WORLD CONGRESS?

75% cite Networking as one of the top reasons to attend MWC

66% of attendees recognise MWC as the best place to keep up to date on industry developments

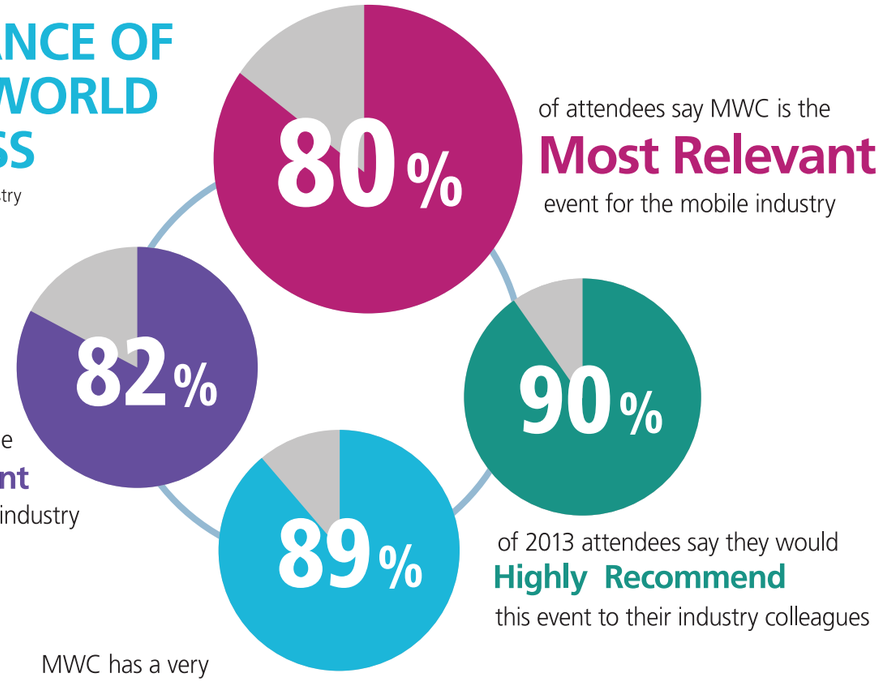
52% attend in order to launch products and announce future plans

50% of attendees note that MWC provides them the opportunity to Identify/Meet Partners and Suppliers



IMPORTANCE OF MOBILE WORLD CONGRESS

MWC remains the top industry event to our attendees



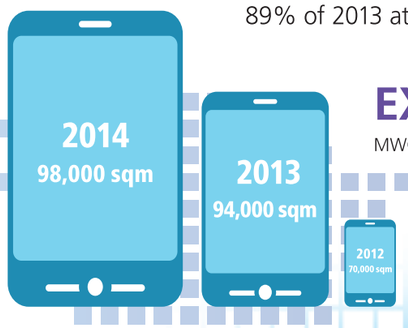
of attendees say MWC is the **Most Relevant** event for the mobile industry

describe MWC as the **Most Important** event in the mobile industry

of 2013 attendees say they would **Highly Recommend** this event to their industry colleagues

MWC has a very **High Repeat Attendance Rate**

89% of 2013 attendees plan to return for 2014



EXHIBITION SIZE

MWC is the largest industry exhibition year over year

Learn More: Download our full attendance report at www.mobileworldcongress.com/who-attends

OVERVIEW

Conference | Exhibition | Featured Programmes | General Information | GSMA Programmes | mPI

REGISTRATION — Friday - Sunday

Event Name	Duration	Location
Registration Open (Friday)	09:00 - 20:00	Barcelona Airport Terminals 1 & 2B
Registration Open (Saturday)	09:00 - 20:00	Barcelona Airport Terminals 1 & 2B
Registration Open (Saturday)	09:00 - 18:00	Fira Gran Via
Registration Open (Saturday)	09:00 - 18:00	Fira Montjuïc
Registration Open (Sunday)	09:00 - 22:00	Barcelona Airport Terminals 1 & 2B
Registration Open (Sunday)	09:00 - 20:00	Fira Gran Via
Registration Open (Sunday)	09:00 - 20:00	Fira Montjuïc

DAY 1 — Monday 24 February

Registration Open	07:00 - 16:00	Barcelona Airport Terminals 1 & 2
Registration Open	07:00 - 20:00	Fira Gran Via
Registration Open	07:00 - 20:00	Fira Montjuïc
Halls 1, 2, 3 and Hall 8.1 Daily Meeting Rooms open	07:30 - 22:00	Halls 1, 2, 3 and Hall 8.1 Daily Meeting Rooms
Congress Square and Hall 4 open	08:00 - 19:00	Congress Square & Hall 4
GSMA Seminar: Mobile for Development	08:30 - 12:30	GSMA Seminar Theatre
HP (App Developer Conference)	09:00 - 13:00	Theatre District, Theatre E
Ministerial Programme	09:00 - 18:30	Hall 4
Conference Sessions	09:00 - 18:45	Hall 4
Mobile World Capital Barcelona – 4YFN (Partner Event)	09:00 - 19:00	Fira Montjuïc, Hall M1
WIPJam, DevCon and Hackathon, presented by WIP and GSMA	09:00 - 19:00	Fira Montjuïc, Hall M5
Halls 5, 6, 7, 8 and 8.1 App Planet open	09:00 - 19:00	Halls 5, 6, 7, 8, 8.1 App Planet
Professional Training session - Technology Impacts on Wireless Business Models	10:30 - 12:30	Hall 8.1, Room CC8.24 A/B
GSMA Seminar: Managed Services	11:00 - 14:00	GSMA Seminar Theatre
LTE & Backhaul Forum, presented by ZTE	12:15 - 14:30	Theatre District, Theatre C
Mobile Security Forum, presented by AVG	12:15 - 14:30	Theatre District, Theatre F
GSMA Seminar: Spectrum	13:00 - 15:00	GSMA Seminar Theatre
mPI@MWC Montjuïc Keynotes	14:00 - 17:00	Fira Montjuïc, Hall M5
LTE & Backhaul Forum, presented by Juniper Networks	14:30 - 16:45	Theatre District, Theatre C
Mobile Security Forum, presented by FingerQ	14:30 - 16:45	Theatre District, Theatre F
GSMA Seminar: GSMA / Multilateral Investment Guarantee Agency	14:30 - 17:00	GSMA Seminar Theatre
Acision (Partner Event)	15:00 - 19:00	Theatre District, Theatre D
Taiwan Trade Center Barcelona (Partner Event)	15:00 - 19:00	Theatre District, Theatre E
GSMA Seminar: Network APIs	15:30 - 18:30	GSMA Seminar Theatre
Mobile World Live Keynote	18:00 - 18:45	Hall 4, Auditorium 1

The Theatre District is located in Hall 8.0

Conference | Exhibition | Featured Programmes | General Information | GSMA Programmes | mPI

DAY 2 — Tuesday 25 February

Registration Open	07:00 - 19:00	Fira Montjuïc
Registration Open	07:30 - 19:00	Fira Gran Via
Halls 1, 2, 3 and Hall 8.1 Daily Meeting Rooms open	07:30 - 22:00	Halls 1, 2, 3 and Hall 8.1 Daily Meeting Rooms
Congress Square and Hall 4 Open	08:00 - 19:00	Congress Square & Hall 4
GTI (Partner Event) – 2014 LTE TDD/FDD International Summit	09:00 - 12:00	Theatre District, Theatre A
Dolby (Partner Event)	09:00 - 13:00	Theatre District, Theatre F
Conference Sessions	09:00 - 18:45	Hall 4
Halls 5, 6, 7, 8 and 8.1 App Planet open	09:00 - 19:00	Halls 5, 6, 7, 8, 8.1 App Planet
ECHAlliance @MWC (Partner Conference)	09:00 - 19:00	Fira Montjuïc, Hall M8, Theatre 4
EyeforTravel @MWC (Partner Conference)	09:00 - 19:00	Fira Montjuïc, Hall M8, Theatre 3
Mobile Media Summit @MWC (Partner Conference)	09:00 - 19:00	Fira Montjuïc, Hall M8, Theatre 2
NAB Show @MWC (Partner Conference)	09:00 - 19:00	Fira Montjuïc, Hall M8, Theatre 1
mPI@MWC Montjuïc Exhibition	09:00 - 19:00	Fira Montjuïc, Hall M8
Ministerial Programme	09:00 - 19:00	Hall 4
Car Connectivity Consortium (App Developer Conference)	09:00 - 19:00	Theatre District, Theatre D
McCann Worldgroup (Partner Event)	09:00 - 19:00	Theatre District, Theatre E
Mobile World Capital Barcelona – 4YFN (Partner Event)	09:00 - 19:00	Fira Montjuïc, Hall M1
Nokia (App Developer Conference)	09:00 - 19:00	Theatre District, Theatre B
WIPJam, DevCon and Hackathon, presented by WIP and GSMA	09:00 - 19:00	Fira Montjuïc, Hall M5
Professional Training session - Smart Homes and Digital Lifestyles	10:30 - 12:30	Hall 8.1, Room CC8.24 A/B
Professional Training session - 2014 Technology All-Stars	10:30 - 15:30	Hall 8.1, Room CC8.17 A/B
GSMA Seminar: Personal Data	11:00 - 14:30	GSMA Seminar Theatre
Professional Training session - M2M Ecosystem Trends and Market Dynamics	14:00 - 16:00	Hall 8.1, Room CC8.24 A/B
Global Mobile Awards Ceremony	14:30 - 16:30	Hall 4, Auditorium 1
ClickSoftware (Partner Event)	15:00 - 19:00	Theatre District, Theatre C
IBM (Partner Event)	15:00 - 19:00	Theatre District, Theatre F
GSMA Seminar: Network 2020	16:00 - 18:00	GSMA Seminar Theatre
Mobile World Live Keynote	18:00 - 18:45	Hall 4, Auditorium 1

OVERVIEW

Conference | Exhibition | Featured Programmes | General Information | GSMA Programmes | mPI

DAY 3		Wednesday 26 February
Registration Open	07:30 - 19:00	Fira Gran Via
Registration Open	07:30 - 19:00	Fira Montjuïc
Halls 1, 2, 3 and Hall 8.1 Daily Meeting Rooms open	07:30 - 22:00	Halls 1, 2, 3 and Hall 8.1 Daily Meeting Rooms
Congress Square and Hall 4 open	08:00 - 19:00	Congress Square & Hall 4
GSMA Seminar: Connected Living	08:30 - 13:30	GSMA Seminar Theatre
Fastback Networks (Partner Event)	09:00 - 13:00	Theatre District, Theatre E
Huawei (Partner Event)	09:00 - 13:00	Theatre District, Theatre C
Rubicon Project (Partner Event)	09:00 - 13:00	Theatre District, Theatre D
Ministerial Programme	09:00 - 17:00	Hall 4
Conference Sessions	09:00 - 18:45	Hall 4
ECHAlliance @MWC (Partner Conference)	09:00 - 19:00	Fira Montjuïc, Hall M8, Theatre 4
EyeforTravel @MWC (Partner Conference)	09:00 - 19:00	Fira Montjuïc, Hall M8, Theatre 3
Mobile Media Summit @MWC (Partner Conference)	09:00 - 19:00	Fira Montjuïc, Hall M8, Theatre 2
NAB Show @MWC (Partner Conference)	09:00 - 19:00	Fira Montjuïc, Hall M8, Theatre 1
mPI@MWC Montjuïc Exhibition	09:00 - 19:00	Fira Montjuïc, Hall M8
Halls 5, 6, 7, 8 and 8.1 App Planet open	09:00 - 19:00	Halls 5, 6, 7, 8, 8.1 App Planet
Mobile World Capital Barcelona – 4YFN (Partner Event)	09:00 - 19:00	Fira Montjuïc, Hall M1
Samsung (App Developer Conference)	09:00 - 19:00	Theatre District, Theatre A
WBA Carrier Wi-Fi Summit (Partner Event)	09:00 - 19:00	Theatre District, Theatre B
WIPJam, DevCon and Hackathon, presented by WIP and GSMA	09:00 - 19:00	Fira Montjuïc, Hall M5
Professional Training session - Amp Up Your 4G LTE Network	10:30 - 15:30	Hall 8.1, Room CC8.17 A/B
GSMA Seminar: Digital Commerce	14:00 - 19:00	GSMA Seminar Theatre
CA Technologies (Partner Event)	15:00 - 19:00	Theatre District, Theatre E
Open Mobile Alliance (Partner Event)	15:00 - 19:00	Theatre District, Theatre D
Mobile World Live Keynote	18:00 - 18:45	Hall 4, Auditorium 1

DAY 4		Thursday 27 February
Registration Open	07:30 - 16:00	Fira Gran Via
Halls 1, 2, 3 and Hall 8.1 Daily Meeting Rooms open	07:30 - 16:00	Halls 1, 2, 3 and Hall 8.1 Daily Meeting Rooms
Congress Square and Hall 4 open	08:00 - 16:00	Congress Square & Hall 4
GSMA Seminar: Mobile World Capital	08:30 - 10:30	GSMA Seminar Theatre
GSMA Seminar: Connected Living	08:30 - 12:30	GSMA Seminar Theatre
Halls 5, 6, 7, 8 and 8.1 App Planet open	09:00 - 16:00	Halls 5, 6, 7, 8, 8.1 App Planet
WBA Carrier Wi-Fi Summit (Partner Event)	09:00 - 16:00	Theatre District, Theatre B
WIPJam, DevCon and Hackathon, presented by WIP and GSMA	09:00 - 16:00	Theatre District, Theatre A
Conference Sessions	09:30 - 16:00	Hall 4
Power Hour presented by Intersec	10:00 - 11:00	Theatre District, Theatre E
Power Hour presented by TRUSTe	10:00 - 11:00	Theatre District, Theatre D
GSMA Seminar: Privacy	11:00 - 12:30	GSMA Seminar Theatre
Power Hour presented by dotMobi and Digital Element	11:30 - 12:30	Theatre District, Theatre E

Exciting new features at MWC 2014!

New Features for 2014

Don't miss these exciting additions to MWC

By this point, you've probably already heard that we've introduced a new industry vertical programme at MWC 2014 called mPowered Industries. This year's event will host industry-specific conferences in the health, travel, media and marketing verticals, bringing an entirely new audience and exhibition to MWC. (Want to know more? See page 42.)

But we've been busy coming up with additional features you haven't yet heard of. Just because you've been to Mobile World Congress in recent years – you won't want to miss checking out exciting new programmes we're working on for 2014! Look at what we've got in store for February!

Fitbit Challenge

A connected health and fitness challenge

Mobile World Congress has joined forces with Fitbit, the leader in the fast-growing Connected Health & Fitness category, to offer attendees the chance to experience the effect of wearable technology. MWC attendees can experience first-hand the phenomenon of personal data tracking and see the real impact that live personal data has on activity levels by making Mobile World Congress their own fitness challenge.



During Mobile World Congress each participant can monitor their activity, share their statistics and challenge their colleagues and Congress attendees all via their mobile device. There will be opportunities to win daily prizes such as Fitbit Flex and Force Wireless Activity + Sleep Wristbands, Fitbit Aria Wi-Fi Smart Scales and much more. Don't yet have a Fitbit? MWC registered attendees will receive a discount code that will allow them to purchase a Fitbit Flex at a special price.

Visit **www.mobileworldcongress.com/fitbit-challenge** to learn how you can participate.

mYouthCamp

For the first time, we're bringing a mobile world experience to your children. This year we will be running an **mYouthCamp** for 8 to 14-year-old children of our Congress attendees. The Camp will operate across all four event days, providing a variety of activities to keep the children entertained while their parents attend Congress. For more information about the professionally-run mYouthCamp at MWC14, please contact **mYouthCamp@mobileworldcongress.com**. Space is limited and pre-registration is required.

Graffiti Wall

We're introducing a Graffiti Wall at MWC14, located on the Upper Walkway between Halls 7 and 8. Local Barcelona artists will be illustrating the Wall with whatever inspires them at the show – whether it's attendees, new devices, or the latest technologies. Be sure to take a look at this dynamic art piece as it takes shape during the week – you might just see your own product featured!

The DevCon and Hackathon at MWC14

Presented by WIP and GSMA

WIP and GSMA have joined forces to bring you four days of the best and biggest DEVCON and HACKTHON during Mobile World Congress.

The fun happens Monday to Wednesday at Fira Montjuïc, Hall M5 (Developers get a whole building this year!) Come Thursday, the programme moves to Fira Gran Via for awards and the final wrap.

The event includes **developer storytelling**, where you get to hear from the people that have been there, done that, and also **technical workshops**, where sponsors and industry experts will share tips, techniques and code to make development faster, more efficient, and to add new functionality to apps. There will be three days of hacking new apps and enhancing existing apps in the **hackathon**, and attendees will benefit from **expert tables** and **a device testing lab**.

Get more information and register at: **http://wip.org/wip-event/wipjam-mwc14/**.

CONFERENCE PROGRAMME

Conference Agenda at a Glance

The conference programme remains the central focus of Mobile World Congress. Over four days the programme will provide essential information on the progress of the mobile industry, celebrating its growth into adjacent industries and positive impact on social and economic growth.

New conference sessions for 2014 will include an in-depth focus on Business Transformation, Media, Devices and the Social Impact of Mobile.

DAY 1 — Monday 24 February

09:00 - 10:45	**Keynote 1:** Industry Perspective: Mobile Operator Strategies
10:45 - 11:15	**Networking Break**
11:15 - 12:45	**Keynote 2:** Mobile, Disrupted: Challenging the State of Play
12:45 - 14:00	**Networking Break**
14:00 - 15:30	The Social Impact of Mobile – Transformational, Perennial & Inclusive
	Exploiting Enterprise Applications & BYOD to Enhance Productivity
	Creating the Next Access Networks
	Media Unplugged: The Opportunities of Mobile Media
15:30 - 16:00	**Networking Break**
16:00 - 17:30	The Road Ahead for Mobile NFC Services
	Exploring the Scope of the Mobile Multimedia Services Opportunity
	Building the Future Network
	Successful Strategies for Managing the Mobile Enterprise
17:30 - 18:00	**Networking Break**
18:00 - 18:45	**Mobile World Live Keynote**

DAY 2 — Tuesday 25 February

09:00 - 10:45	**Keynote 3:** The Connected Lifestyle: Transforming Industries
10:45 - 11:15	**Networking Break**
11:15 - 12:45	**Keynote 4:** Moving Money: Rethinking Transactions
12:45 - 14:00	**Networking Break**
14:00 - 15:30	Loyalty & Retention Strategies to Improve the Bottom Line
	Interior Refurbishment: Making Business Transformation Work
	Media without Borders: Driving Rapid Innovation with Mobile, Social, Cloud & Big Data
	Smart Cities: Smarter Living
14:30 - 16:30	Global Mobile Awards Presentation
15:30 - 16:00	**Networking Break**
16:00 - 17:30	Driving New Revenues & Relationships for Operators & Brands
	Business Transformation: M&A, Integration Strategies & Investments to Drive Growth
	Mobile Retail: The One Stop Shop
	The Future of: Smart Buildings
17:30 - 18:00	**Networking Break**
18:00 - 18:45	**Mobile World Live Keynote**

DAY 3 — Wednesday 26 February

09:00 - 10:45	**Keynote 5:** Up Close & Personal: The Power of Big Data
10:45 - 11:15	**Networking Break**
11:15 - 12:45	**Keynote 6:** The Battle for the Multi-Screen Home
12:45 - 14:00	**Networking Break**
14:00 - 15:30	The Future of Voice
	Mobile Innovation 2024: The Future... What's Next?
	Emerging Markets: Bringing the World Online
	Complementing Coverage with Small Cells & Wi-Fi
15:30 - 16:00	**Networking Break**
16:00 - 17:30	Mobile Health a Solution to the Epidemic of Diabetes
	Spotlight on Business Models for M2M Services
	Emerging Markets: Delivering Universal Access to Essential Services
	Optimising User Experience with Intelligent Network Assets
17:30 - 18:00	**Networking Break**
18:00 - 18:45	**Mobile World Live Keynote**

DAY 4 — Thursday 27 February

09:00 - 10:45	**Keynote 7:** Innovation Unleashed
11:00 - 11:30	**Networking Break**
11:30 - 13:00	Disruptors in Mobile Payments
	Exploring Successful M2M Applications in Adjacent Industries
	Building the 50-Billionth Connected Device
	Service Opportunities for Mobile Identity
13:00 - 14:30	**Networking Break**
14:30 - 16:00	Emerging Markets & the Next Wave of Digital Entrepreneurs
	Rise of the Machines: Enabling the Evolution from M2M to an Internet of Things Future
	Redefining Reality with Screens, Storage & Wearables
	Developing the Ecosystem for Mobile Identity Services

KEYNOTE SPEAKERS

Silver Pass | Gold Pass | Platinum Pass

The 2014 Mobile World Congress conference programme will become a central stage for the mobile industry. Across four days the industry's premier conference platform will continue to highlight the impact of mobile on individuals and businesses, in developed and developing markets across a growing range of industries.

The keynote programme will headline this unparalleled agenda and will feature the highest level of speakers from established and new companies in the broad mobile ecosystem.

Confirmed keynote speakers include:


Michel Combes, CEO, **Alcatel-Lucent**


Daniel Hajj, CEO, **América Móvil**


Jon Matonis, Executive Director & Board Member, **Bitcoin Foundation**


John Chambers, Chairman & CEO, **Cisco**


Michael Corbat, CEO, **Citigroup**


Joseph Tucci, Chairman & CEO, **EMC Corporation**


Virginia Rometty, Chairwoman & CEO, **IBM**


Jahangir Mohammed, Founder & CEO, **Jasper Wireless**


Sirgoo Lee, Co-CEO, **Kakao Corp.**


Tadashi Onodera, Chairman, **KDDI**


Hans-Holger Albrecht, President & CEO, **Millicom**


Kaoru Kato, President & CEO, **NTT DOCOMO**


Rich Riley, CEO, **Shazam Entertainment**


Michelle Gallen, CEO, **Shhmooze**


Jinwoo So, President & CEO, **SK Planet**


Jon Fredrik Baksaas, Chairman, GSMA, President & CEO, **Telenor Group**


Mats Granryd, President & CEO, **Tele2 Group**


Jan Koum, Co-Founder & CEO, **WhatsApp**

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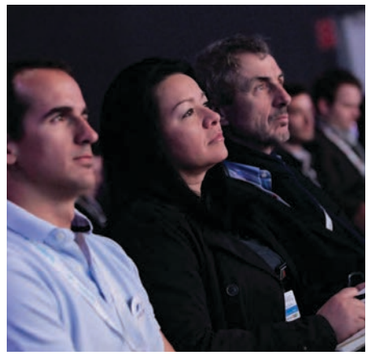
Get access to the most prominent events, initiatives and information sources for the mobile communications industry
MOBILE WORLD CONGRESS
Barcelona | 24 – 27 February 2014
MOBILE ASIA EXPO 亚洲移动通信博览会
Shanghai | 11-13 June 2014 ▪ 上海 | 2014年6月11至13日
App Planet
GSMA MOBILE 360 SERIES
NFC & MOBILE MONEY SUMMIT
mobile WORLD LIVE
www.mobileworldlive.com
mobile WORLD LIVE TV
GSMA Intelligence
Learn more at www.gsma.com

CONFERENCE PROGRAMME

DAY 1 MONDAY 24 February

09:00 – 10:45
Keynote 1:
Industry Perspective:
Mobile Operator Strategies

The mobile revolution continues to transform the way in which mobile operators organise their businesses. Industry forecasts agree that traditional revenue streams and established business models will no longer be able to support the investments required to meet future demand for mobile services. Join the CEOs of some of the world's largest operators as they take to the stage to share their vision on how best to steer the industry towards a more sustainable future.





11:15 – 12:45
Keynote 2:
Mobile, Disrupted:
Challenging the State of Play

The mobile landscape continues to evolve amidst new waves of disruption and a shifting regulatory environment, presenting operators with new sets of challenges to profitability as well as opportunities for growth. But not every operator views the changes in the mobile market in the same way. This session brings together telecoms leaders who have thrived by doing things differently to share their ideas and visions for the future.

14:00 – 15:30
The Social Impact of Mobile – Transformational, Perennial & Inclusive

The widespread uptake of mobile is transforming societies in many different levels. It is empowering citizens, increasing their productivity and improving their access to basic services both in times of peace and disaster. In short, it is enabling them to realise their potential and contribute to economy growth while promoting equality and higher living standards.

It is also enabling a new wave of government services; from integrating rural areas to organising metropolitan centres, from promoting employment to cutting administration costs. It is increasing the reach of public services while doing so in a financially sustainable way.

In this eye-opening session examining the social impact of mobile, high level business and government leaders will articulate ideas and present case studies on the positive and perennial impact of mobile in our societies. They will showcase the once-in-a-lifetime transformational nature of mobile and how it is helping redefine the world we live in and how it is shaping the way societies will be run and organised in the future.

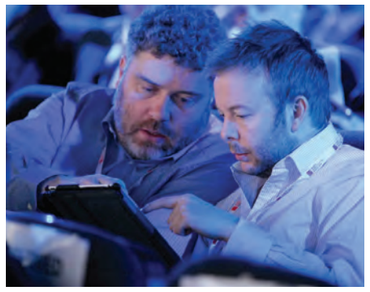
14:00 – 15:30
Creating the Next Access Networks

The demand placed on mobile networks will continue to grow, and the economic realities of infrastructure investments are likely to remain unchanged. But with mobile network technologies continuously evolving to meet this demand, complemented by emerging and innovative technologies in the unlicensed spectrum space, the future holds an unprecedented level of choice in terms of access solutions. This session will examine how different deployments will be used to meet future requirements and provide a glimpse into the future of unified mobile networks.



14:00 – 15:30
Media Unplugged:
The Opportunities of Mobile Media

Recent studies have predicted that two thirds of mobile data traffic will be accounted by video by 2017. This growth is providing fresh opportunity for revenue and promotion as new features and formats are being created by social start-ups and established media companies. Find out about the latest innovations in content and technology supported by this new wave of mobile media.



14:00 – 15:30
Exploiting Enterprise Applications & BYOD to Enhance Productivity

With BYOD now an established trend, enterprises have had to become increasingly adept at managing mobility within their organisations. Indeed, the concept of the 'mobile first' enterprise is now emerging and gaining momentum. Enterprise applications are also growing in popularity, with some of the more enlightened enterprises now launching private application stores. Yet, the fundamental challenges for any IT department remain the same, irrespective of how employees are empowered to work – protecting corporate information is of paramount concern. How can organisations leverage applications and BYOD while remaining vigilant against constantly evolving security threats? And how can operators and vendors add value as trusted enterprise mobility partners?



16:00 – 17:30
Exploring the Scope of the Mobile Multimedia Services Opportunity

Global uptake of smartphones and tablets continues to accelerate at an impressive pace. It is no longer enough for operators to just be dumb pipes – Networks are now built for data and consumers are demonstrating their appetite to use it, with previously unprecedented levels of demand for mobile video and other multimedia services. It follows therefore, that the opportunity for mobile content to be consumed, whether downloaded or streamed, has never been greater. But how can these services be monetised? What trends are we seeing in smart content? What business models are proving successful? And which players in the value chain are best positioned to reap the rewards?

16:00 – 17:30
Building the Future Network

Amid all the hype and expectations, there are a few things becoming clear about the ideal future network: It will be a converged, access-agnostic IP-based network based on principles of virtualisation and SDN. It will incorporate more flexible, real-time OSS and BSS and be capable of smarter, more personalised and contextual services. At the moment there is some cynicism about 'vapourware' in discussions of these networks; so, where are we really at present and how, in practice, can we make the sea-change to these next-generation networks from existing systems?



16:00 – 17:30
The Road Ahead for Mobile NFC Services

Mobile NFC services, as with many other mobile services, are influenced by local market dynamics. A strong customer focus and the right business model are critical components in building and rolling out a successful deployment. As customer awareness and the use of mobile NFC increases, momentum is building in the NFC ecosystem to support the continued roll out of more advanced services requiring large infrastructure investments and great ecosystem collaboration such as mobile payments. Strategy Analytics estimates that 115 million NFC handset owners will spend just over $48 billion using their NFC phones by 2017:

This session will explore how local market factors and the competitive landscape are affecting the development and adoption of mobile NFC services.

16:00 – 17:30
Successful Strategies for Managing the Mobile Enterprise

Mobility is often being embraced by enterprises as an enabler of business transformation to drive greater efficiencies, agility and customer engagement. Selecting the right enterprise mobility strategy is a critical component in enabling this business transformation. Key considerations for enterprises include, for example, which services to mobilise, the level of investment, whether to deploy point solutions or an enterprise-wide solution, and whether to adopt an in-house or outsourced mobile strategy. Furthermore, enterprises need to ensure their mobile strategy is secure and the environment can be governed effectively.

This session will bring together key players in enterprise mobility to discuss successful strategies for managing the mobile enterprise. It will also examine how a variety of enterprises are achieving tangible business benefits from their mobile investments.



18:00 – 18:45
Mobile World Live Keynote

"MWC13: A world-class conference"
- @markcastleman

CONFERENCE PROGRAMME

DAY 2 TUESDAY 25 February

09:00 – 10:45

Keynote 3: The Connected Lifestyle: Transforming Industries

The next few years will see people surrounded by an increasing array of connected devices. From streamlining the commute to work, reducing energy consumption or the cost of healthcare, an increasingly connected lifestyle will have a massive impact on end users and the societies they live in.

However, key regulatory, technical and business enablers need to be established for things to really scale. It will require telcos and other industries to rethink the services they deliver and the ways in which they do so. This keynote session sheds light on key developments enabling the connected lifestyle.



11:15 – 12:45

Keynote 4: Moving Money: Rethinking Transactions

From P2P money transfers, bill payments, tickets and purchases, the population of the planet is becoming accustomed to moving money and making digital transactions through their mobile. As this takes deeper root it has huge ramifications for consumer activity and therefore for established industries, opening up a wealth of opportunity as well as broadening competition. Hear how captains of the financial and digital industries plan to make money moving in an increasingly digital marketplace.



14:00 – 15:30

Loyalty & Retention Strategies to Improve the Bottom Line

With mobile penetration rates reaching saturation point in most markets and ARPU flat or in decline, operators need to implement customer experience management (CEM) strategies to encourage loyalty and improve the bottom line. According to a recent global survey of 8,700 consumers by NSN, almost 40% of people are considering leaving their mobile operator. Interestingly, the same study found that voice quality and network coverage are still the primary influences of customer retention in mature markets. Customer segmentation can now be guided by big data analytics and real business intelligence. Yet even with these tools, the scale of the challenge is considerable, with fierce competition empowering consumers to churn...

14:00 – 15:30

Interior Refurbishment: Making Business Transformation Work

Players throughout the telecoms ecosystem are busy reinventing their strategies and business models to meet our rapidly changing industry. If it's a challenge to identify the right strategy, though, implementing it through your organisation can be even tougher; from restructuring to reflect new priorities and addressing skills shortages to culture change and even making sure the executive team has the abilities needed for the future.

In this session, learn from key executives as they discuss their activities, achievements, pain points and lessons as they reshape their companies for growth in our brave new world.

14:00 – 15:30

Media without Borders: Driving Rapid Innovation with Mobile, Social, Cloud & Big Data

Around the world, consumers are increasingly turning to mobile devices to consume, share and engage with quality content and entertainment. In line with this shift in consumer behaviour, this session will discuss the response of the media industry. Creating an excellent user experience is crucial. How are media companies innovating to bring rich content to consumers when and where they want it on a multitude of screens? How can cloud be leveraged to innovate without compromising on content ownership and digital rights? What does the introduction of HTML5 mean for applications and what will be the respective roles of HTML5 vs native apps in future? What are the opportunities with big data to anticipate consumer's needs and ultimately drive results in media?

14:00 – 15:30

Smart Cities: Smarter Living

A growing population and limited resources are changing the way in which many cities are delivering services to their citizens. Many public and private bodies are working to ensure that the cities of the future will be safe and sustainable environments and mobile will be the backbone to much of this environment. Through intelligently-connected infrastructure, people and cars, the use of real-time analytics and response can generate insights to help cities to plan and deliver services more effectively. These insights can also help citizens to use services more efficiently, from reducing car emissions to lowering energy bills. In this session, find out how mobile is playing a key role in transforming the future of the city and how the broad ecosystem is coming together to enable smart cities.



14:30 – 16:30

Global Mobile Awards Presentation

16:00 – 17:30

The Future of: Smart Buildings

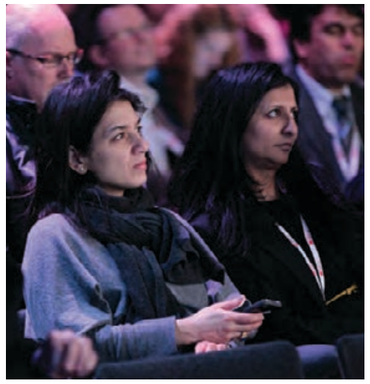
For cities to become smart, buildings will also need to become smarter. Unfortunately, the vast majority of today's buildings are not best suited to fully realise the potential of embedded technology and will have to rely on best efforts at retrofitting, where possible. To deliver on the promise of the connected lifestyle, our conception of residential, commercial and industrial developments will need to take into account existing and emerging technologies in order to develop buildings that will stay smart for the duration of their long lifecycle.

16:00 – 17:30

Mobile Retail: The One Stop Shop

Studies have shown that the use of mobile as a platform for viewing and purchasing retail products is still growing, however, there is much more to mobile retail than the simple extension of the online shopping experience.

As more strategic partnerships between banks, merchants and retailers emerge, it is clear that mobile is at the heart of a new era in retail. The core components of security, authentication and location have made it a crucial partner in this next chapter of mobile commerce.



16:00 – 17:30

Driving New Revenues & Relationships for Operators & Brands

As mobile data volumes continue to grow exponentially, operators are evolving the way they charge consumers for usage. LTE presents an opportunity to charge more for premium services. Experimenting with innovative pricing plans can pay dividends in driving incremental revenue, higher margins and customer loyalty. But of course, the operator is not alone in having a vested interest in its customers. The potential for brands and digital publishers to engage with consumers on the move is almost unlimited - what expectations do marketers have from mobile and how has the proliferation of affordable smartphones and faster networks changed the outlook?

16:00 – 17:30

Business Transformation: M&A, Integration Strategies & Investments to Drive Growth

The past few years have seen significant disruption to the mobile industry with rapid innovation and an increasingly complex mobile ecosystem making for a harsh competitive landscape. As operators grapple with stalling margins and eagerly seek margin improvement, we have recently witnessed a flurry of M&A activity.

How is M&A activity driving growth? What are the strategies for success and continued growth? How are partnerships, investments and integration strategies delivering a competitive edge, enticing new customers and reducing churn for operators?

As companies begin to invest in long term growth strategies, what will be the main trends and achievements in the industry?



18:00 – 18:45

Mobile World Live Keynote

CONFERENCE PROGRAMME

DAY 3 WEDNESDAY 26 February

09:00 – 10:45
Keynote 5:
Up Close & Personal:
The Power of Big Data

As their traditional revenue streams continue to be eroded, the convergence of ubiquitous connectivity, cloud computing and big data analytics is set to provide mobile operators with important new business opportunities. CEOs from some of the leading companies in this space will take to the stage to discuss how this vision can be realised and, just as importantly, how growing concerns over privacy, security and the use of personal data can best be addressed.



11:15 – 12:45
Keynote 6:
The Battle for the Multi-Screen Home

Smartphones, tablets and other connected devices are transforming the way in which media is developed, distributed and consumed, particularly in the home. How are content developers and other media players capitalising on emerging trends? How are mobile applications contributing to this shift in behaviour? Which form factors will come to dominate future content consumption? Join the CEOs of some of the most innovative and exciting companies in this space as they debate the future of home entertainment.

14:00 – 15:30
Emerging Markets:
Bringing the World Online

The link between GDP growth and increased ICT penetration rates and consumption are well established and present developing nations with an important opportunity to strengthen and grow their economies. With mobile broadband one of the most viable access technologies for billions of people across the developing world there is a pressing need to extend the reach and benefits of the internet. How can this process be accelerated and how will these services be targeted given the different conditions found across different regions?

14:00 – 15:30
Mobile Innovation 2024:
The Future….What's Next?

The fourth iteration of the Mobile Innovation session at Mobile World Congress will continue to focus on the need to foster innovation at core of the mobile industry. Over 90 minutes this session will follow the journey from concept to launch and what it take to create and recognise the ground breaking products of tomorrow.

All attendees will be given the opportunity to hear from today's innovators and pitch presentations from tomorrow's ground breakers, voting on the best innovation to be showcased at this session.



14:00 – 15:30
Complementing Coverage with
Small Cells & Wi-Fi

Even with the most advanced networks deployed, there will always be locations which are technically challenging or simply uneconomic for operators to include in their macro cellular footprint. For example, rural areas may be mandated as part of an operator's coverage obligations but otherwise unviable. Moreover, with customer experience now unquestionably at stake at peak hours when the network is congested, operators must seek cost-efficient and flexible ways to satisfy capacity requirements. What success have operators had to date in leveraging small cells as part of their densification strategies? And to what extent can Wi-Fi be complementary to LTE?

14:00 – 15:30
The Future of Voice

The advent of VoIP has led to a dramatic shift in the delivery of voice services globally. Consumers demand high quality and high reliability for their voice services however few are willing to pay top dollar for the service. With consumers gravitating toward no-cost VoIP services, operators are readjusting their models and investing in technology to better compete. This session will discuss the strategies and technologies driving the changes with voice-based services across the industry. What will be the impact of the move to an all IP future for voice services? What are the opportunities with operator VoLTE deployments?



16:00 – 17:30
Optimising User Experience with
Intelligent Network Assets

Coverage is a key influence upon Quality of Experience (QoE) – decisions made about how and where to build infrastructure will have a significant impact upon a customer's ability to interact with apps and other services. In measuring QoE, traditionally, much emphasis has been given to the network itself. However, technical parameters alone do not tell the full story - impressions of network performance are often far more subjective. Intelligent networks offer dynamic new possibilities to manage traffic. Which tools offer the best ways to optimise end-user experience for different types of application and where should operators focus capital investments?

16:00 – 17:30
Emerging Markets:
Delivering Universal Access
to Essential Services

As the digital divide narrows, mobile technology will play a pivotal role in addressing the shortfall in essential services afflicting developing economies today. Mobile platforms are already enhancing existing efforts at improving education, healthcare and agriculture, while creating important opportunities for collaboration between private and public sectors. Join this session to find out how the mobile industry is taking a strong lead in stimulating innovation and investment to the benefit of the societies they serve, and the profound effects these efforts will have in the years to come.



16:00 – 17:30
Spotlight on Business Models for
M2M Services

M2M services are evolving beyond providing basic connectivity – a key objectives of service providers – to providing managed connectivity and other value-added services. Business model approaches, often tailored to different market segments, are adapting accordingly, and in doing so are improving commercialisation opportunities for operators and other service providers.

This session intends to explore the different approaches to business models in delivering M2M services to the market as they evolve. Regional versus global models, partnerships and joint ventures, risk-reward sharing and regulatory considerations are some of the different aspects which will be considered.

16:00 – 17:30
Mobile Health a Solution to the
Epidemic of Diabetes

An increasing number of people in the world are affected by diabetes with the latest figures pointing at 371 million people globally. While self-management plays a key role in diabetes, managing the condition on a daily basis and throughout different stages of life can be challenging. Mobile health solutions can play an important role in improving primary prevention of diabetes. This session, developed in association with the International Diabetes Federation, will feature thought leaders from both healthcare and mobile industries discussing the latest trends, challenges and opportunities in addressing the burden of diabetes via mobile.



18:00 – 18:45
Mobile World Live Keynote

"A very busy day at MWC. Too many meetings to tweet like I intended. I wonder if mobile is too narrow of a description for this show"

- @cam_cullen

CONFERENCE PROGRAMME

DAY 4
THURSDAY
27 February

09:30 – 11:00
Keynote 7: Innovation Unleashed

Across an incredibly diverse spectrum, innovation in the digital world has never been greater. The dark side to this is that access to the markets, the finance and the customers needed to thrive is subject to immense competition. What factors have enabled some companies to slip these constraints and make great ideas into great successes? This keynote brings together leaders reaching that success today.



11:30 – 13:00
Building the 50-Billionth Connected Device

Cisco's prediction of 50 billion connected devices in 2020 is considered bullish by some and cautious by others. What is certain, though, is that those devices will be very different from today's as we scale up to meet this demand. Will Moore's Law still apply? How will the quantity of raw materials needed affect supply and demand? Can we practically bring our 50-billionth device to market with today's standards and technologies, and if not then what will replace them? Leading thinkers address all this and more.

11:30 – 13:00
Service Opportunities for Mobile Identity

The number of digital services utilising mobile identities, from financial services to enterprise access to eGovernment initiatives, continues to rise. This growing demand represents a huge opportunity for service providers and provides benefits to end-users by having greater direct control over their own identities and greater access to a range of mobile services. From second factor authentication to mobile digital signatures, mobile identity solutions are each suited to particular transaction types and services and incorporate different methods of identification and authentication.

This session will bring together experts from the fields of mobile identity and privacy to discuss how mobile identity solutions are being utilised across a range of services. It will also address the challenges for service providers in managing transactions securely and ensuring customer privacy.



11:30 – 13:00
Disruptors in Mobile Payments

The combination of commerce and mobile is providing opportunities for service providers to rethink legacy payment methods and offer consumers intuitive and seamless payment experiences. Online, in-store and mobile experiences present different challenges for service providers and developing a successful omni-channel payment strategy requires an in-depth understanding of how consumers interact with their mobile devices and environments.

This session will explore how players from across the ecosystem are innovating to disrupt the mobile payments landscape to offer consumers a better payment experience.



11:30 – 13:00
Exploring Successful M2M Applications in Adjacent Industries

M2M is a rapidly growing and critical part of the global economy, especially in certain industries where early adoption has seen success. Consumers are now familiar with the "always on, always with you" services and demand a quality connected living experience. Industries like healthcare, utilities, automotive and agriculture have shown where connectivity allows the delivery of smarter more personalised services. How are these industries approaching M2M? What role can M2M play in creating competitive advantage in each of these sectors? Where are the examples of implementation success? What can companies hope to get from their investment in M2M?

14:30 – 16:00
Redefining Reality with Screens, Storage & Wearables

Exciting new innovations in screen and storage technologies are expanding the possibilities for consumers to engage and interact with their mobile devices. By necessity, modern smartphones and tablets are now designed to be far more durable than their predecessors, with high-definition scratch-resistant screens and greater storage capacity among the distinguishing features. Perhaps the most exciting of all are developments within the nascent wearable technology market. It is hard to imagine how much potential these innovations have to change the way we do business and conduct everyday activities, but it is certain that this opportunity and ecosystem is evolving rapidly.

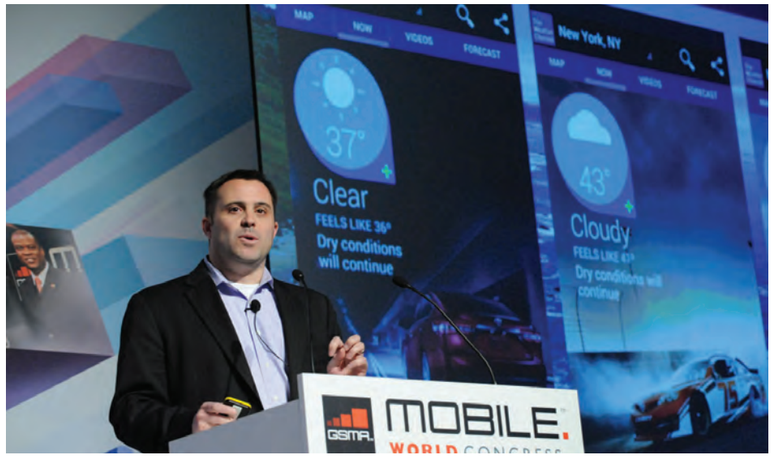


14:30 – 16:00
Emerging Markets & the Next Wave of Digital Entrepreneurs

Brilliance is not limited to Silicon Valley. The spread of mobile access has helped great ideas and innovations thrive in emerging markets. Many countries are aware that mobile entrepreneurship can boost the economy and are increasingly making available the technical and business skills needed by home-grown talent. Operators, too, are recognising the value of start-up incubation as an alternative form of R&D. It is a matter of when, not if, the first of these goes global. This session investigates some of the most exciting developments coming out of emerging markets and asks where we should look to find the next Mark Zuckerberg.

14:30 – 16:00
Developing the Ecosystem for Mobile Identity Services

As mobile identity solutions become more prevalent, it will pave the way for greater ecosystem collaboration and the creation of new mobile identity solutions across a broader range of services and industries. How can industry stakeholders best collaborate to drive the development of the ecosystem and the use of mobile identity solutions? How can monetisation opportunities be maximised? Find out in this session.



14:30 – 16:00
Rise of the Machines: Enabling the Evolution from M2M to an Internet of Things Future

Details on this and all sessions are available at **www.mobileworldcongress.com**.

"It's hard to describe how massive this show is." - @dameright

FEATURED PROGRAMMES

Featured Programmes at a Glance

Exhibition Visitor Pass | Silver Pass | Gold Pass | Platinum Pass

Monday, 24 February	Tuesday, 25 February	Wednesday, 26 February	Thursday, 27 February
Partner Events: • Acision • Mobile World Capital Barcelona – 4YFN • Taiwan Trade Center, Barcelona	**Partner Events:** • ClickSoftware • Dolby • GTI • IBM • McCann Worldgroup • Mobile World Capital Barcelona – 4YFN	**Partner Events:** • CA Technologies • Fastback Networks • Huawei • Open Mobile Alliance • Rubicon Project • WBA Carrier Wi-Fi Summit • Mobile World Capital Barcelona – 4YFN	**Partner Events:** • WBA Carrier Wi-Fi Summit
App Developer Conferences: • HP • WIPJam, DevCon and Hackathon	**App Developer Conferences:** • Car Connectivity Consortium • Nokia • WIPJam, DevCon and Hackathon	**App Developer Conferences:** • Samsung • WIPJam, DevCon and Hackathon	**App Developer Conferences:** • WIPJam, DevCon and Hackathon
Forum Series: • LTE & Backhaul Forum • Mobile Security Forum			**Power Hour:** • dotMobi and Digital Element • Intersec • TRUSTe
Professional Training: • Strategy Analytics	**Professional Training:** • Award Solutions • Strategy Analytics	**Professional Training:** • Award Solutions	

Featured Programmes offer all MWC attendees the opportunity to amplify their experience on what interests them most about mobile. The programmes take place in the Hall 8.0 Theatre District, Hall 8.1 App Planet or at Fira Montjuïc, and are comprised of:

Partner Events	App Developer Conferences	Forum Series	Professional Training
Full or half-day, co-located events developed and led by our corporate partners. These partners determine the content and topics covered which can include new programme initiatives, emerging market trends, and, or product development. Any attendee interested in learning about what is up and coming in the mobile ecosystem shouldn't miss these programmes.	Part of our popular App Planet programme, these events are targeted towards app developers and the developer community which design software for many different platforms. If you're looking to gain knowledge on how to develop apps, promote apps, and build relationships within the developer community these programmes will be of particular interest to you.	The **LTE & Backhaul Forum** and **Mobile Security Forum** will be led by corporate partners who will conduct their session with content developed to embrace the Forum topic. They also provide insight into their company's goals and objectives as it relates to the Forum topic. If you are looking for different perspectives on one topic, plan to attend these sessions.	Mobile professionals from executives, technical, operational, government agencies and entrepreneurs wanting to build on their knowledge base through targeted training will want to consider taking one or more of these sessions.* Led by Award Solutions and Strategy Analytics, these companies have extensive expertise in their field and will take you beyond the basics. *Additional fee to attend

Power Hour	**New for 2014!** Don't miss quick paced sessions that cover a variety of topics. Each session is an hour long and presenting companies will deliver a specific message, announcement, or host a product demonstration.

How to Attend a Programme

Partner Events, App Developer Conferences, Forum Series, and Power Hour sessions are open to all Congress attendees. It is highly recommended you indicate your interest in attending these programmes as they are very popular and our partners determine the criteria for admittance into their programme. Partners review requests to determine if attendee meets their qualifications.

Step 1
Visit any Featured Programmes page on the website

Step 2
Click on the "Indicate Your Interest" button for the sessions you are interested in. You may apply for multiple sessions!

Step 3
Your selected requests will be sent to the Partner for consideration

Step 4
An email will be sent to you from the Partner with their decision and information on next steps

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Barcelona | 24 - 27 February 2014

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- And much more

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www.mobileworldcongress.com/app

PARTNER EVENTS

Acision
Innovation Assured

Innovate to Accelerate in the New Digital Services and OTT World

Monday, 24 February, 15:00 – 19:00
Hall 8.0 Theatre District, Theatre D

By delivering intelligent, yet personal and interactive new mobile experiences to end users, Operators and Enterprises can accelerate business opportunities while driving user engagement and loyalty, and staying ahead of the Services curve. Acision's Forum has been designed to: Set the scene for today's Mobile Ecosystem and the role of Rich Communications; Create a superior messaging channel – accelerating rich messaging and evolving to fit the future; Help in monetising Services - How operators can play to WIN in an OTT world; Accelerating Consumer / Enterprise Services - The new operator app store; What more Enterprise can do to enhance their mobile strategy.

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ca technologies

CA Technologies Mobility Solutions

Wednesday, 26 February, 15:00 – 19:00
Hall 8.0 Theatre District, Theatre E

CA Technologies provides enterprise mobility solutions that enable IT with a flexible, sustainable and pragmatic approach to unlocking the value of mobility. Our solutions securely manage mobility for devices, email, content and applications or APIs. Our technologies help IT gain control to enable mobility that drives innovation and business growth through better customer engagements and optimum end-user experiences. Mobility is a natural evolution of enterprise computing. CA Technologies has over 30 years of demonstrated leadership experience in addressing enterprise challenges with our business innovation, service assurance, security and infrastructure management technologies. We are uniquely positioned to help address the enterprise IT challenges that mobility presents. Learn more at **ca.com/mobility**.

ClickSoftware
Making Service Click

Tomorrow's Mobile Working, Today

Tuesday, 25 February, 15:00 – 19:00
Hall 8.0 Theatre District, Theatre C

ClickSoftware, the leading provider of Mobile Workforce Management solutions, will be sponsoring the seminar "Tomorrow's Mobile Working, Today" in partnership with IBM. The session will focus on the future of mobile working, highlighting cutting-edge technology available today and what's coming next. Content will include mobile working trends and insights presented by top analysts including Forrester, customer success stories, adoption and benefits of enterprise app stores and use of artificial intelligence. ClickSoftware supports over half a million mobile workers globally by increasing productivity, reducing operational costs and enabling premium service delivery. Customers include Portugal Telecom, Telecom Namibia, Telstra and Bell Canada.

DOLBY

The Future of Mobile Gaming & Entertainment

Tuesday, 25 February, 09:00 – 13:00
Hall 8.0 Theatre District, Theatre F

As mobile devices get smarter, consumers expect better entertainment experiences. Accenture's 2013 Video-Over-Internet study shows that consumers watching full-length movies and TV series on a tablet grew from 27% in 2012 to 33% in 2013. Separately, the global mobile games market will grow to $23.9 billion by 2016. To drive continued innovation and differentiation, Dolby and mobile ecosystem partners are exploring new solutions to bring new consumers experiences to mobile. We're currently developing the details of a series of industry expert panel discussions sponsored by Dolby Labs. Please check back for more information. Please visit **www.mobileworldcongress.com/dolby/**.

Fastback
NETWORKS

Wednesday, 26 February, 09:00 – 13:00
Hall 8.0 Theatre District, Theatre E

Session details are in development. For up-to-date information please visit: **www.mobileworldcongress.com/fastback/**.

GTI
Global TD-LTE Initiative

GTI Summit 2014

Tuesday, 25 February, 09:00 – 12:00
Hall 8.0 Theatre District, Theatre A

2014 is destined to be the new epoch of 4G development with the USA, Japan, China, India, Europe and other key markets all showing great prospects. 2014 is also the third Anniversary of Global TD-LTE Initiative (GTI), which has become an important industry cooperation platform. The 2014 LTE TDD/FDD International Summit (GTI Summit), hosted by GTI, is aimed to promote the TD-LTE global large scale commercialization, the convergence of TDD and FDD, as well as the service development of 4G including VoLTE/RCS, roaming etc. This Summit will invite top leaders from government agencies, pioneer operators and international organizations to share the vision and global strategy of 4G development.



PARTNER EVENTS

HUAWEI

Wednesday, 26 February, 09:00 – 13:00
Hall 8.0 Theatre District, Theatre C

Information on this event will be available soon. Please check **www.mobileworldcongress.com** for more information.

IBM

Be FIRST with IBM MobileFirst
Build a mobile enterprise agenda

Tuesday, 25 February, 15:00 – 19:00
Hall 8.0 Theatre District, Theatre F

Join IBM MobileFirst executives, renowned subject matter experts and distinguished customers at Mobile World Congress to learn about exciting new mobile capabilities for your enterprise. Through a series of keynotes, customer accounts, interactive demos and 1-on-1 discussions complimented with a variety of tapas and cocktails, you will learn how to efficiently build and deploy mobile applications, secure and manage the mobile infrastructure to optimize performance, engage customers in context by leveraging mobile insights, and transform the value chain in ways that drive mobile growth and ROI. Learn more: **http://www.mobileworldcongress.com/ibm/**.

McCANN WORLDGROUP

Inside Mobile: What Brands Need to Know

Tuesday, 25 February, 09:00 – 19:00
Hall 8.0 Theatre District, Theatre E

A one-day series of speaker sessions and curated content to help brands navigate this complex space. Speakers include Laura Simpson, EVP, Global Truth Central Director, McCann ; Kevin Nelson, EVP, Head of Telco Practice, McCann; Mike Parker, Chief Digital Officer, McCann; Matias Palm-Jensen, Chief Innovation Officer, McCann Europe; and more from Twitter, Facebook, Forrester, eBay, YouTube and other industry experts. Key topics include: From Science to Art - Understanding the Emotional Context of Mobile Shopping; Redefining Creativity In the Mobile Age; and Mobile At Home.

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4 Years from Now
Mobile – Entrepreneurship – Innovation

Mobile World Capital Barcelona – 4YFN

Monday, 24 February –
Wednesday, 26 February
Fira Montjuïc, Hall M1

4 Years From Now is a mobile entrepreneurship and innovation event created by Mobile World Capital Barcelona. The programme will consist of conferences, workshops, pitches and expert meetings designed to cater to the needs of the mobile entrepreneurial environment. 4YFN will provide a hands-on experience that will help entrepreneurs move to the next level. Attendees will build a larger international network, get feedback on concepts, and find the resources to accelerate their current or future business. 4YFN will gather the best mobile industry leaders, successful entrepreneurs and digital experts. Please note there is a separate fee and registration process to attend. For more information visit **http://4yfn.com**.

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oma Open Mobile Alliance
For a Connected World

OMA Demo Day

Wednesday, 26 February, 15:00 – 19:00
Hall 8.0 Theatre District, Theatre D

Wireless Ecosystem Standards – Benefits Across the Internet of Everything. The Open Mobile Alliance and OMA member companies invite you to the second annual OMA Demo Day at MWC. Across the automotive industry, utilities, public safety and more - the whole world has gone Wireless! Find out how OMA and other Standards Development Organizations (SDOs) enable broader adoption and deliver open specifications for the Internet of Everything. Doors open at 15:00. Demos will run throughout the afternoon. Presentations begin at 15:30. Appetizers and drinks served at 16:30. Gifts for the first 75 pre-registered guests to arrive. Visit **www.mobileworldcongress.com/open-mobile-alliance/** for more.



PARTNER EVENTS

Targeting Mobile Consumers with Automated Advertising

Wednesday, 26 February, 09:00 – 13:00
Hall 8.0 Theatre District, Theatre D

One of the inherent advantages of mobile is the ability to advertise to a specific customer at a precise location at exactly the right time. However, the massively fragmented mobile advertising market can make this difficult. Real-Time Bidding (RTB) overcomes this to enable marketers to reach their desired audience in real-time and at scale via advertising on premium sites. Hear the latest developments in and case studies of automated advertising from speakers including Rubicon Project's Josh Wexler, Joe Prusz and Jay Stevens alongside customers covering the benefits of a unified auction and the rise of mobile private marketplaces.

Taiwan Excellence

Monday, 24 February, 15:00 – 19:00
Hall 8.0 Theatre District, Theatre E

A recognised name of innovation with added value, Taiwan Excellence is the highest accolade awarded to products that encapsulate innovalue. The Taiwan Excellence Selection was launched in 1993. Taiwan Excellence winners not only represent the most revolutionary, high quality, high value added products made by Taiwan. They epitomize Taiwan's unique genius in using innovation to create added value in the design and manufacturing of leading-edge products. The symbol of Taiwan Excellence is a distinctive, proprietary logo and the unique trademark for Taiwan's innovalue. Taiwan Excellence represents mark of excellence, trust, and innovation. Please visit **www.taiwanexcellence.org** for more information.



Carrier Wi-Fi Summit

Wednesday, 26 February, 09:00 – 19:00
Thursday, 27 February, 09:00 – 16:00
Hall 8.0 Theatre District, Theatre B

The Carrier Wi-Fi Summit in Hall 8.0, including the two-day Wi-Fi Global Conference on 26-27 February, will provide an essential platform for operators, vendors and policy makers to examine critical success factors for Wi-Fi development and deployment.

Learn from and engage with keynote speakers from AT&T, China Mobile, Comcast, Continua Health Alliance, Facebook, GoGo Inflight, Jasper Wireless, Wi-Fi Alliance and many more!

The Carrier Wi-FI Summit includes – in addition – the following activities:

- Workshops – 2 day program (24-25 February)
- Roamfest & Networking Lounge – including 4-day Roamfest event & informal networking lounge

Go to **www.carrierwifisummit.com** for more up-to-date information and to register for the event. Review strategies. Exchange ideas. Share experience of real world deployments.



App Developer Conferences

Tuesday, 25 February, 09:00 – 19:00
Hall 8.0 Theatre District, Theatre D

This year at MWC, MirrorLink™ is all about developers. Our devcon offers everything you need to know to efficiently create and deploy the world's next generation of connected-car apps, whether they're drive-aware versions or apps built specifically to enhance the connected driving experience. MirrorLink offers a one-stop-shop for interoperability between today's most popular smartphones and cars. The mobile ecosystem has its eye on businesses that will transform our mobile lifestyles and when it comes to apps, cars are a vast and relatively unclaimed territory. Session topics: Why MirrorLink® – One Place for Automotive Apps; Porting Established Apps to MirrorLink; Car Data and New Services Using MirrorLink.



Develop Five Star Enterprise Apps with HP

Monday, 24 February, 09:00 – 13:00
Hall 8.0 Theatre District, Theatre E

With the development of enterprise application stores and an increase in the ability to leverage personal devices for business functions, mobility services today are frequently being positioned as part of the broader application transformation offering. Join HP to review how your developer community can accelerate and simplify the creation of internally developed or in-house enterprise mobile applications with an effective, well-rounded mobile application lifecycle. You will be able to understand the methodology and tools necessary to transform enterprise applications for multiscreen devices, and facilitate the design, testing, security, performance, management, and compliance while to help your enterprise reach new customers and meet employee expectations.

Nokia App Developer Conference

Tuesday, 25 February, 09:00 – 19:00
Hall 8.0 Theatre District, Theatre B

The Nokia App Developer Conference is a unique opportunity to learn more about Nokia's global application development opportunity and speak face-to-face with our experts. We will kick off with a morning keynote session, which will bring you up to date on the latest Nokia products and developer offering. In the afternoon, you'll be able to attend several technical and business-focused breakouts, allowing you to more deeply engage with our experts. The Nokia Developer Lounge will be open all day and will give you the chance to network and share ideas one-on-one with Nokia engineers, marketing professionals, business development specialists and other developers. Furthermore be sure to drop by to meet the people behind DVLUP.com, our unique rewards program for developers.

SAMSUNG DEVELOPER DAY 2014

Wednesday, 26 February, 09:00 – 19:00
Hall 8.0 Theatre District, Theatre A

Be a part of the Samsung Developer Day to learn about Samsung's latest tools, SDKs and technologies for Samsung devices and API's for Samsung content services! Network with fellow developers, technical experts. In addition, the Samsung Developer Day is a great opportunity for exchanging ideas, creativity, and for showcasing what we've been working on in support of our growing Samsung developer community.

App Planet

THE NEXT GENERATION OF MOBILE APPS

App Planet, now in its fifth year at Mobile World Congress, will link the developer community with the broader mobile ecosystem to define the NEXT generation of the mobile apps market. Through App Developer Conferences (ADCs), a cutting edge Apps focused exhibition, and numerous networking opportunities, App Planet will provide attendees with an exclusive opportunity to learn, collaborate and explore the next generation of innovations in this rapidly changing ecosystem.

www.MobileWorldCongress.com/AppPlanet

Scan to Learn More

App Planet is a part of GSMA MOBILE WORLD CONGRESS

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Forum Series

AVG

MOBILE SECURITY FORUM

Monday, 24 February, 12:15 – 14:30
Hall 8.0 Theatre District, Theatre F

AVG's mission is to simplify, optimise and secure the Internet experience, providing peace of mind to a connected world. AVG's powerful yet easy-to use software and online services put users in control of their Internet experience. By choosing AVG's software and services, users become part of a trusted global community that benefits from inherent network effects, mutual protection and support. AVG has grown its user base to 172 million active users as of September 30, 2013 and offers a product portfolio that targets the consumer and small business markets and includes Internet security, PC performance optimization, online backup, mobile security, identity protection and family safety software.

FingerQ
www.fingerq.com

MOBILE SECURITY FORUM

Monday, 24 February, 14:30 – 16:45
Hall 8.0 Theatre District, Theatre F

FingerQ Platform and PrivacQ Biometric Authentication Products are unique and patented technologies that feature a new era of secure communications. FingerQ allows the user to manage friends circle, sends encrypted text/voice messages and photos sharing and more.

JUNIPER NETWORKS

LTE & BACKHAUL FORUM

Monday, 24 February, 14:30 – 16:45
Hall 8.0 Theatre District, Theatre C

Hosted by Juniper Networks, leaders from Mobile Service Providers will be discussing their vision and strategy for the industry for bringing new services to their customers, while improving user experience.

We will explore how to tap into the business opportunities resulting from the pervasive growth of smartphones, wearables, M2M devices; an agile network infrastructure for accelerating service delivery, leveraging technological advances in security, backhaul, SDN and NFV.

ZTE中兴

LTE & BACKHAUL FORUM

Monday, 24 February, 12:15 – 14:30
Hall 8.0 Theatre District, Theatre C

Better Connected, Efficiently Connected – LTE Best Practice. Global LTE deployments have increased in 2013 with mainstream deployments in North America, Europe and Asia. While LTE is contributing to the economy and social development worldwide, it poses a dramatic capacity challenge on the mobile networks. To succeed, Operators have to build more efficient, robust and smarter data networks. In this LTE & Backhaul session, operators and vendors will share their best practices on LTE deployment and management, along with tips on how to meet and exceed customer expectations, how to get the most out of existing assets and how to build future proof networks in a unique global event.



Learn more at **www.mobileworldcongress.com/forum-series/**.

Professional Training & Power Hour

Professional Training

2014 TECHNOLOGY ALL STARS

Sponsored by Anritsu

Tuesday, 25 February, 10:30 – 15:30
Hall 8.1, Room CC8.17 A/B

As we look toward the transforming technologies that foster mobile productivity, great opportunities and challenges abound for businesses. Learn how Cloud Computing, Big Data, HD Voice, UC, M2M, and VoLTE are moving wireless forward, and the impact of these technologies on business. In addition to the Award Solutions technology coverage, this session incorporates cutting-edge research from GSMA Intelligence. Key questions answered include: What are VoLTE and RCS and why do they matter to business? How can businesses incorporate the wireless network as a platform? How will virtualisation continue to be the enabling technology for business transformation?

AMP UP YOUR 4G LTE NETWORK

Sponsored by Anritsu

Wednesday, 26 February, 10:30 – 15:30
Hall 8.1, Room CC8.17 A/B

4G LTE has enabled technologies that are redefining communication networks across the globe. Join this technical session to get a detailed look at the impact of SDN, Cloud, and NFV on improved operational agility, and the significance of SON, Small Cells, HetNet, and LTE-Advanced for improved network performance. This session incorporates cutting-edge research from GSMA Intelligence. Key questions answered include: How will Small Cells and HetNet transform wireless networks? What R12 features of LTE-Advanced are important for performance improvement? What strategies exist for enhancing coverage and capacity? Will SDN, Cloud, and NFV transform the wireless network?

PLEASE NOTE: There is an additional fee of €430 (plus VAT) per person, per session to attend, which includes lunch, colour course book, and eBook. Visit: **mobileworldcongressprofessionaltraining.eventbrite.co.uk** to register and secure your place today!

STRATEGY ANALYTICS

Take advantage of getting the latest industry briefings from renowned analyst firm Strategy Analytics. The two-hour strategy workshops will give senior executives valuable analysis and trends impacting the mobile industry – the sessions will be delivered by senior analysts at Strategy Analytics and will cover technology and business models, smart homes and the rapidly growing M2M market.

Technology Impacts on Wireless Business Models

Monday, 24 February, 10:30 – 12:30
Hall 8.1, Room CC8.24 A/B

What will the business impact be of the technology choices mobile operators are making and how will end-users respond to the changing market environment? We will examine Carrier Wi-Fi and evolving connectivity patterns; Mobile device proliferation and usage trends; Traffic management and video usage profiles; Monetizing LTE and consumer responses to new data pricing propositions; VoLTE and RCS/Joyn and shifting communications behaviour patterns; and Mobile's Role and Opportunity as the Next Big B2B2C Channel.

Smart Homes and Digital Lifestyles

Tuesday, 25 February, 10:30 – 12:30
Hall 8.1, Room CC8.24 A/B

We will discuss emerging opportunities in the digital home and strategies for success in the smart home ecosystem and will focus on: Smart home solutions consumers find compelling enough to pay for; Results of Strategy Analytics Smart Home survey and segmentation analysis; State of the smart home ecosystem; Evaluating business models and partnership/value chain opportunities; Global Smart Home market forecast; and the benefits of smart home service and technology deployments.

M2M Ecosystem Trends and Market Dynamics

Tuesday, 25 February, 14:00 – 16:00
Hall 8.1, Room CC8.24 A/B

With the shift to IP service platforms and ubiquitous connectivity, M2M is now becoming a serious means of facilitating business transformation. We will explore which vertical markets and regions represent the greatest opportunities in the machine-to-machine (M2M) market; the state of the ecosystem of industry participants; successful M2M business models; the opportunities for mobile operators in M2M; and navigating the new landscape - increasing value chain complexity in the Internet of Things.

PLEASE NOTE: There is an additional fee of €430 (plus VAT) per person, per session to attend. Register today by visiting: **mobileworldcongressprofessionaltraining.eventbrite.co.uk**

Power Hour

For complete details on Power Hour sessions visit **www.mobileworldcongress.com/power-hour/**.

Thursday, 27 February, 10:00 – 11:00
Hall 8.0 Theatre District, Theatre E

Power Hour Presenter:

intersec
don't settle for less

Thursday, 27 February, 10:00 – 11:00
Hall 8.0 Theatre District, Theatre D

Power Hour Presenter:

TRUSTe

Thursday, 27 February, 11:30 – 12:30
Hall 8.0 Theatre District, Theatre E

Power Hour Presenter:

digitalelement Location is Elemental™ DeviceAtlas a dotMobi product

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Ministerial Programme

Ministerial Programme

The GSMA's Ministerial Programme, held alongside Mobile World Congress from 24-26 February, provides a unique platform for the world's most influential telecommunications leaders to discuss the most pressing issues affecting the future of the mobile industry.

Under the theme **'Policy Choices for Sustained Network Investment'**, this year's Ministerial Programme will include keynotes, presentations and discussion addressing global and regional priorities:

- Plenary-format sessions, with leading government and industry speakers
- Regional summits
- Thematic workshops
- Networking opportunities
- Government Mobile Excellence Awards

To view the agenda, please visit **www.ministerialprogramme.com**.

Who can attend:

- National telecommunications ministries and regulatory authorities
- Senior representatives from selected international organisations and intergovernmental bodies
- C-level and senior regulatory representatives from the mobile industry, including network operators and vendors

To register your interest in attending the Ministerial Programme, please email **ministerialprogramme@gsma.com**.

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Global Mobile Awards



Recognising The Best

Established over 19 years of astonishing mobile industry growth, the GSMA's Global Mobile Awards continue to evolve reflecting the most relevant, topical and significant areas of mobile evolution. From devices to applications, technology and services, these awards are first and foremost about showcasing the continued growth in value and benefits that mobility brings to users, to industries, to businesses, communities and economies.

The credibility of the Global Mobile Awards have also been built on the back on the most extensive panels of expert, independent and authoritative judges from around the world, alongside a robust process of evaluation. Judges are typically journalists, analysts, academics (and in some cases mobile operator representatives) that scrutinise industry developments on a daily basis.

A full list of the 2014 categories, can also be found on **www.globalmobileawards.com**.

Global Mobile Awards Ceremony

Tuesday, 25 February
14:30 - 16:30
Hall 4*

The 2014 Global Mobile Awards ceremony will include 32 award presentations in the following categories:

- The Connected Life Awards
- Best Mobile Services
- Social & Economic Development
- Apps of the Year
- Best Mobile Handsets & Devices
- Best Mobile Technology
- Government Leadership Awards
- Outstanding Achievement Award

Eligible finalists, Platinum, Gold and Silver Pass holders, as well as accredited media, are eligible to attend. For more information, please visit **www.globalmobileawards.com**.

* EVP pass holders who have been shortlisted in the Global Mobile Awards will be granted access to Hall 4 for the Awards Ceremony.









GSMA Programmes



GSMA Seminars

GSMA Seminars provide insight and developments on key GSMA and industry initiatives. They offer a unique opportunity to hear from industry experts and further your knowledge in the topical areas that really matter to the industry. The areas covered will include Personal Data, Connected Living, Digital Commerce, Network 2020, Network APIs, Spectrum, other Public Policy matters and Mobile for Development. The seminars run throughout all four days of Mobile World Congress on a first-come, first-served basis.







DAY 1	Monday 24 February
08:30 - 12:30	Mobile for Development
11:00 - 14:00	Managed Services
13:00 - 15:00	Spectrum
14:30 - 17:00	GSMA / Multilateral Investment Guarantee Agency
15:30 - 18:30	Network APIs

DAY 2	Tuesday 25 February
11:00 - 14:30	Personal Data (Open to invited guests)
16:00 - 18:00	Network 2020

DAY 3	Wednesday 26 February
08:30 - 13:30	Connected Living
14:00 - 19:00	Digital Commerce

DAY 4	Thursday 27 February
08:30 - 10:30	Mobile World Capital
08:30 - 12:30	Connected Living
11:00 - 12:30	Privacy



GSMA Programmes

NFC experience

Building on its success at MWC 2013, the NFC Experience has been expanded to provide an even greater range of mobile NFC services for attendees with NFC-enabled devices. We invite you to use your NFC handset to take advantage of the different experiences available at the show, including convenient venue access, dining payments and Peer to Peer (P2P) networking. Be sure to try the latest NFC products and services for a range of sectors including access, retail, online commerce and transport.

Is your Phone NFC-enabled? Bring it to MWC and Take Part in the Experience

With more NFC services available onsite in 2014, we encourage you to bring an NFC-enabled handset to the event to take advantage of convenient and reliable opportunities offered by the NFC Experience. Already more than 355 million NFC handsets are in use around the world, and with 270 handset types now featuring NFC technology, more attendees than ever will have the opportunity to try a world enabled by NFC. Check the list on the GSMA Website (**http://bit.ly/nfc-handsets**) to see if your handset is NFC-enabled. For more information, or to enquire about upgrading to an NFC-enabled handset, contact your local mobile operator.

Convenient and Easy Access: the NFC Badge

You can again use your NFC-enabled phone to gain access to Fira Gran Via in 2014 without the need to continually show Photo ID in the North and South Entrance points, during event days. New this year: attendees with an eligible pass can use their NFC Badge to access Hall 4.

You can find the NFC Badge inside the GSMA Mobile World Congress app (search your app store for "GSMA"). If this is your first year to use the NFC Badge, you can upload a photo when you register for the event or use your Linkedin profile photo. If you used the NFC Badge last year, you can simply continue to use your validated photo for 2014.

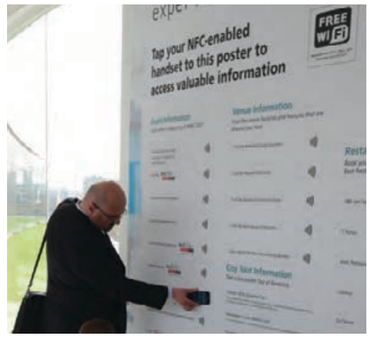
Note: The NFC Badge is compatible with supported NFC handsets on Android 4.0 and Windows Phone 8.

New NFC Features for 2014!

With your NFC-enabled handset, you will be able to take advantage of technology hot spots around the Fira Gran Via venue, including:

- Exchange contact details with new connections using the NFC Smart Connect feature in the GSMA App
- Redeem food purchase coupons via NFC at catering outlets using the Smart Food feature in the GSMA App. You can also search for catering outlet options, find what's "close to me" options, and check on waiting times
- Discover the latest products and services using NFC technology in the GSMA Connected City in Hall 3
- Stop by the NFC Tap-n-Go points across the venue for one-tap information, including quick and easy access to agenda information, networking activities, event news and more
- Help choose the next game-changing NFC innovation in the NFC Challenge, during the run-up to MWC. See the website for more details





Look for these icons for NFC services onsite:

Mobile NFC

Contactless payment

Learn more about the NFC Experience at **www.mobileworldcongress.com/nfc-at-mwc/**.

Let's Meet

Networking Opportunities Abound at MWC

Mobile World Congress is centered on networking. One past attendee told us, "I can hold more meetings and do more networking at Mobile World Congress than in a year's worth of travel and business trips." And we agree. Nearly every company, organisation and industry leader you could want to speak with will be at Mobile World Congress 2014 – you should be there too!

But it's not as simple as it may seem – smart attendees will have meetings set prior to their arrival, so we've pulled some tips together to help you make the most of your time at MWC:

Find out who is attending.
Our #1 tip for successful networking is this: opt in to My MWC during registration to use our exclusive attendee networking tool. You can search for attendees by name or location, or use the matchmaking tool to find suggested connections with similar interests, then message them to request meetings before you arrive. You can also connect with attendees who are posting on social media about their plans to attend, using our hashtag #MWC14.

Plan where to meet.
There are lounges and great meeting points throughout the venue, including our Networking Lounges in Congress Square and the Hall 8.0 Theatre District as well as the App Lounge in Hall 8.0. Silver, Gold and Platinum Pass holders have access to the conference lounges in Hall 4, and even more exclusive, Gold and Platinum Pass holders can access the VIP Networking Lounge on the Upper Walkway, which has bookable meeting rooms, comfortable seating groups and complimentary business services.

Our eight Networking Gardens are excellent places to network – or provide a bit of downtime between meetings. We've increasing the facilities in all of these fresh-air gardens for 2014, and we're excited to announce the new **Energy Networking Garden** located between halls 5 and 7. Work up a sweat while enjoying your favorite sport!

Plan to join networking events.
We'll be hosting a networking event in the Networking Gardens, and details on that will be coming soon. But in addition, many of our exhibitors and partners host events at their stand. These are great opportunities to get in front of like-minded attendees or exhibitors, so take advantage of these as they're announced.

Take advantage of non-traditional opportunities.
The nearby train platform and the venue's taxi ranks host a fair amount of networking. (You wouldn't think of those as great places to meet people, but they do provide a great opportunity to talk with someone new!) Chat up the person in front of you at one of the venue's dining outlets, or stop in the new Vitality Garden along the Upper Walkway for a rejuvenating neck or back massage and a quick conversation with your fellow attendees.

The networking doesn't stop when the exhibition closes.
A lot of networking takes place at the close of the day, whether at private events and parties, or over dinner at one of Barcelona's amazing restaurants. Visit the "Restaurant Booking Service" page at **www.mobileworldcongress.com/travel** to book a spot early. Once you secure a meeting with your prospect, you'll want to impress them with a great dinner!

Don't Forget
your business cards! With all of the people you'll encounter, you will surely need a lot of cards!









EXHIBITION



The Industry's Best Exhibition

Four days might be more than enough time to browse most event exhibitions, but not at Mobile World Congress. Even with four days you'll be challenged to take it all in. As our past attendees would advise, be sure to wear comfortable shoes – you'll need them!

The Companies You Want To Meet

The industry's highest-profile companies will return, including Ericsson, Ford, Huawei, Intel, MasterCard, Nokia, Qualcomm, Samsung, Telefónica, Visa and Vodafone, plus many more. But don't think that you've seen it all before: we're always bringing in new exciting exhibitors. Joining us for the first time in 2014 are Lenovo, Onstar, Panasonic, PriceWaterhouseCoopers and Tizen. Chances are good that the companies you most want to talk to or approach will be at MWC. Want to know exactly who will be there? Check out the full exhibitor listing on **www.mobileworldcongress.com**.

Expanded to Bring You More

Our award-winning exhibition spans seven halls, Congress Square and outside areas at Fira Gran Via, and will be our largest-ever exhibition – nearly 100,000 square meters in 2014. We've added considerable exhibition space in Hall 1 and an additional Theatre in the Theatre District, where many of our largest exhibitors hold their own meetings and conferences.

Specialty Pavilions

The exhibition halls at Mobile World Congress aren't themed – we think it's pretty interesting to have a cloud services company situated between a hot new mobile game and a data analysis provider, and know from past experience that these juxtapositions have led to some amazing partnerships. But we do offer many areas where you can see and experience organisations that are in a similar space.

If you have an interest in mobile apps, Green Technology, Mobile Cloud or NFC & Mobile Money you won't want to miss their dedicated pavilions or zones around the venue. The largest of these, App Planet, is located in Hall 8.1, and is already nearly sold out. (So if your organisation is in the mobile app space and you haven't yet booked your stand, contact our sales team as soon as possible!)

We've added a new pavilion for 2014 as well: the "What's Next" Pavilion in Hall 8.0, which will be filled with start-ups and entrepreneurs demonstrating the most cutting-edge tech at the show. Be sure to stop by and get a glimpse of the future!

If you've been to MWC before, surely you've visited the many country pavilions throughout the exhibition, where smaller companies come together under their country's flag. We're excited to welcome new countries Poland and Switzerland, who will join nearly 40 well-established pavilions such as China, France, Israel, Korea and the UK, among others.

The City of the Future

One of the highlights of the exhibition last year was the GSMA Connected City in Hall 3, which will once again serve as a showcase for the smart city of the future. Along with our partners AT&T, KT and Vodafone, the Connected City allows visitors the experience of walking down a fully connected city street, right in the heart of the exhibition!

Stay in Touch with News from MWC

This year we're making it even easier for news of the show to be seen and heard around the world. We're building a Broadcast Village in Congress Square, so that major media companies such as CNN and CNBC will be in the centre of the exhibition when broadcasting live from the show. And to make sure you're on top of the news between now and the event, be sure to search out Mobile World Congress and our hashtag #MWC14 on your favorite social media. Our exhibitors use this hashtag to share their plans and build the excitement about the world's best mobile exhibition.

For more information, please visit **www.mobileworldcongress.com/exhibition**.









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New for 2014!

mPOWERED INDUSTRIES

To address the rapidly growing interest in mobile amongst key vertical industry sectors, we are introducing **mPowered Industries (mPI)**. This programme will include a range of industry specific conferences and exhibits driven by leading organisations in verticial industries such as health, marketing and advertising, media and travel. The 3-day mPowered Industries vertical conference and exhibition programme will be held at the nearby **Fira Montjuïc** venue and will also be integrated with MWC at Fira Gran Via. The inaugural mPowered Industries programme features the following event partners:

ECHAlliance

ECHAlliance, as the leading connected health membership organisation in Europe, will lead the mPowered Industries Mobile Health vertical conference and exhibition programme.

Agenda Highlights:

- EIP Active and Healthy Ageing
- The Global Promise of Health Technology
- Tackling the global challenge of chronic disease
- Healthcare delivery: success stories
- A consumer-aligned business model for Health & Wellness

Speakers include:

- **Dr. Craig Friderichs**, Head of Health, GSMA
- **Dr. Oliver Harrison**, CEO Ithaca Health
- **Dominique Legouge**, Vice President Executive European Health Public Procurement Alliance (EHPPA), France
- **Dr. Ambrose McLoughlin**, Secretary General, Department of Health Ireland
- **Edwin Poots**, Minister of Health, Social Services and Public Safety in Northern Ireland
- **Dr. Sinikka Salo**, Deputy Mayor, Oulu – Finland

Learn more at: **www.b2match.eu/echalliance-at-mobileworldcongress2014**.

eyefortravel

EyeforTravel is the leading source of business intelligence in the travel industry and has been organizing conferences, publishing news and original research since 1997. EyeforTravel is excited to offer attendees:

- **30+ top travel industry speakers** including Google, Facebook, Orbitz Worldwide, Airbnb, TripAdvisor, United Airlines, Delta Air Lines, American Airlines, Accor, Ritz Carlton, ClubMed, HotelTonight, LastMinute.com, Marriott and many more will share their expertise over 2 days
- **Outstanding conference agenda** including exclusive travel industry case studies and best mobile in travel practices that you can directly apply to your business
- **15+ hours of unrivalled networking opportunities** and knowledge sharing with the biggest travel and mobile brands

Learn more at: **events.eyefortravel.com/mobile-world-congress/**.

mPowered Industries

MOBILE MEDIA SUMMIT

As the exclusive marketing and advertising partner of mPowered Industries, Mobile Media Summit will feature advertising leaders from some of the world's biggest agencies and brands, including:

- Jay Altschuler, Director-Global Media Innovation, **Unilever**
- Shiv Singh, Head of Global Brand and Marketing, **Visa**
- Pete Blackshaw, Global Chief of Digital, **Nestlé**
- Brandon Berger, Chief Digital Officer, **Ogilvy**
- Norm Johnston, Chief Digital Officer, **Mindshare Worldwide**
- Ben Phillips, Global Head of Mobile, **MediaCom**.

Agenda content will include everything from app marketing and tracking to privacy and programmatic, with a focus on how marketers are utilising mobile to make the most of their campaigns.

Learn more at: **mobilemediasummit.com/mms-at-mobile-world-congress/**.



NABSHOW Where Content Comes to Life

The NAB Show @ Mobile World Congress symposium will focus on how mobile devices, social networks, and apps have given individuals new ways to consume, create, share, participate with and experience content.

Industry experts in broadcasting and mobile technologies will demonstrate how broadcasters and wireless providers can work together to expand business opportunities and to satisfy future consumer expectations.

For session topics and accepted speakers who will detail what is essential for the future path of your company to excel in this new era of content creation and delivery anywhere, anytime and on multiple platforms. Learn more at: **www.nabshow.com/2014/about/overview/nab-annual-events/mobile-world-congress/**.

Obtaining a Pass

The mPowered Industries Programme requires a dedicated **mPI@MWC Montjuïc** Visitor Pass. Passes must be purchased from mPI Event Partners and will provide access to:

- My MWC
- Fira Montjuïc events:
  - mPI@MWC Montjuïc Keynotes on 24 February, Hall M5
  - mPI@MWC Montjuïc Partner Conference on 25-26 February, Hall M8 (access is limited to the Partner event purchased)
  - mPI@MWC Montjuïc Exhibition on 25-26 February, Hall M8
- Fira Gran Via events:
  - MWC Exhibition, 24-27 February
  - MWC Featured Programmes, 24-27 February (application or additional fees may be required)
  - GSMA Seminars, 24-27 February

Please note that MWC Exhibition Visitor, Silver, Gold or Platinum Passes (as shown on page 48) do not have access to the mPI@MWC Montjuïc Keynotes and Partner Conferences.

Learn more about all of these programmes at: **www.mobileworldcongress.com/mpoweredindustries**.

MOBILE ASIA EXPO
亚洲移动通信博览会

Shanghai | 11-13 June 2014 ▪ 上海 | 2014年6月11至13日

MAKING GLOBAL CONNECTIONS
构建互联世界

Mobile connects us to new information, possibilities, people, ideas and experiences. The **2014 Mobile Asia Expo** will celebrate and expand on the connections offered by mobile. Senior industry leaders will learn about new developments and make the connections needed to grow their business in the years ahead, and consumers passionate about mobile will discover devices and technologies that will keep them connected to what matters most.

This three-day event is comprised of an international technology exhibition; the Mobile Forum thought-leadership conference; world-class networking opportunities; and a unique offering of featured programmes, specialty zones and pavilions.

Don't miss this industry-changing event. Make plans to be in Shanghai, where our international audience will be **Making Global Connections.**

www.MobileAsiaExpo.com

Scan to Learn More

#MWC14

Social Media at GSMA Mobile World Congress

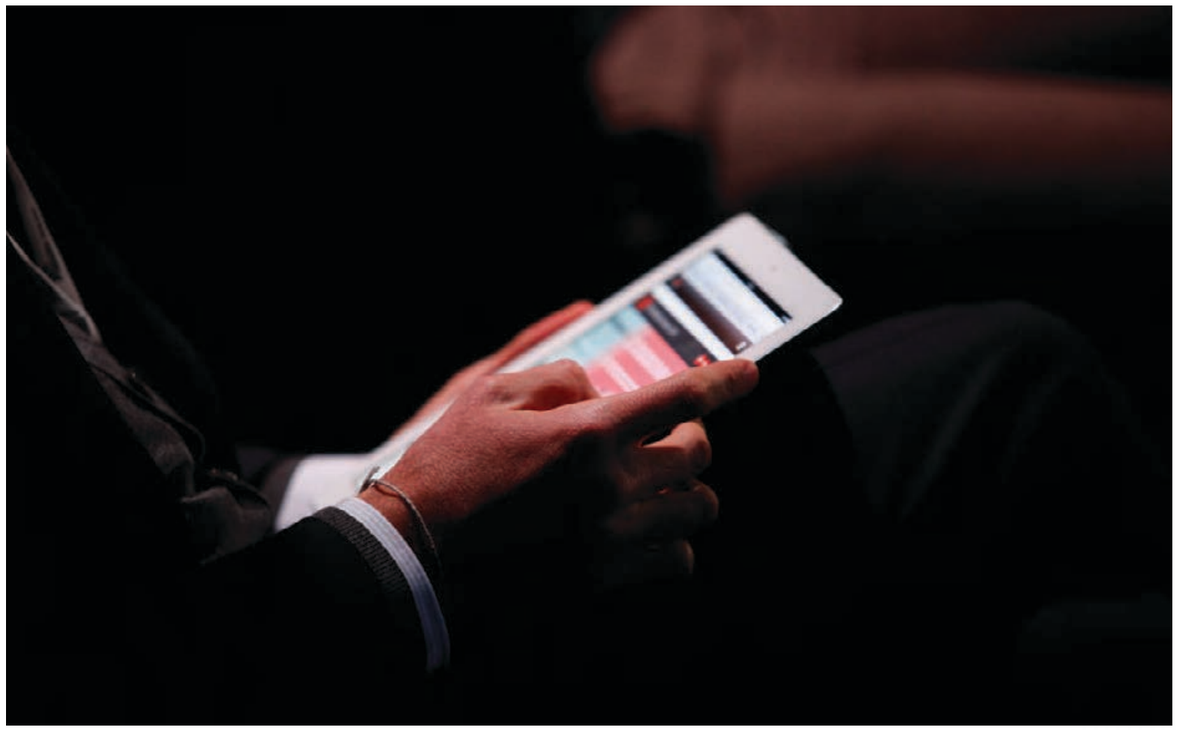
Social media is an important part of the conversation at GSMA Mobile World Congress. Last year over 340,000 mentions of GSMA Mobile World Congress were recorded, and the #MWC13 hashtag trended globally for over 30 hours.

With this in mind, we've been busy making sure our social channels are effective and useful as they can be. We have partnerships with key social media channels including Twitter, and Foursquare for GSMA Mobile World Congress 2014 and we have some exciting programs planned. We look forward to seeing the buzz around **#MWC14** and engaging with you on these platforms.

If you have any questions around Mobile World Congress, tweet us at @GSMA or @GSMA_Care and use the hashtag #MWC14, and we'll answer as soon as we're able.

Connect With Us

You can find us on the majority of the major social channels – Join the conversation today! Visit **www.mobileworldcongress.com/social-media** for all of the links.



my MWC

MOBILE WORLD CONGRESS
Barcelona | 24 - 27 February 2014

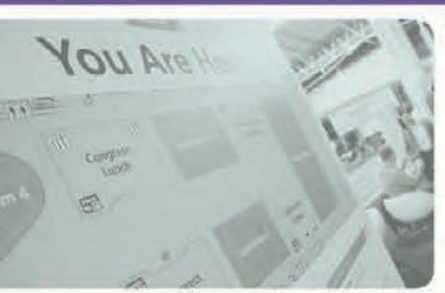
PERSONALISING MOBILE WORLD CONGRESS

Create an event that is uniquely your own with **My MWC!**

- Individual schedule of sessions and seminars
- Custom exhibition plan of must-see exhibitors
- Favourite contacts to meet onsite
- Pre-plan with messages and meeting requests
- Recommended connections based on your interests
- Sync with the GSMA Mobile App for onsite access*
- And much more

*Login required to sync







Log In to **My MWC** Now
www.mobileworldcongress.com/mymwc

Mobile World Live

Exclusive Insight, Daily

Wish Mobile World Congress happened more often than just once a year? Want to get up to speed on mobile industry news and happenings before arriving in Barcelona?

mobile WORLD LIVE Exclusive insight, daily.
www.mobileworldlive.com

Produced *by* the mobile industry *for* the mobile industry, Mobile World Live is an essential multimedia resource that keeps mobile professionals on top of the news and issues that shape the market. It offers daily breaking news from around the globe. Exclusive video interviews with business leaders and event reports provide comprehensive insight into the latest developments and key issues. All enhanced by incisive analysis from a team of expert commentators. With channels tailored to four market sectors, Mobile World Live provides the facts to inform every business decision, accessible online or via mobile apps.

Our content covers four vertical channels – mobile apps, mobile devices, mobile health and mobile money – and we publish five regular eNewsletters:

- Mobile World Live – Daily
- Mobile World Live – Apps
- Mobile World Live – Devices
- Mobile World Live – Health
- Mobile World Live – Money

In addition, Mobile World Live produces webinars, the Show Daily publications for all GSMA events and Mobile World Live TV – the award-winning broadcast service of Mobile World Congress. Mobile World Live is also the exclusive home to all GSMA event keynote presentations.

Learn more or contact the Editor at **www.mobileworldlive.com**.

mobile WORLD LIVE TV

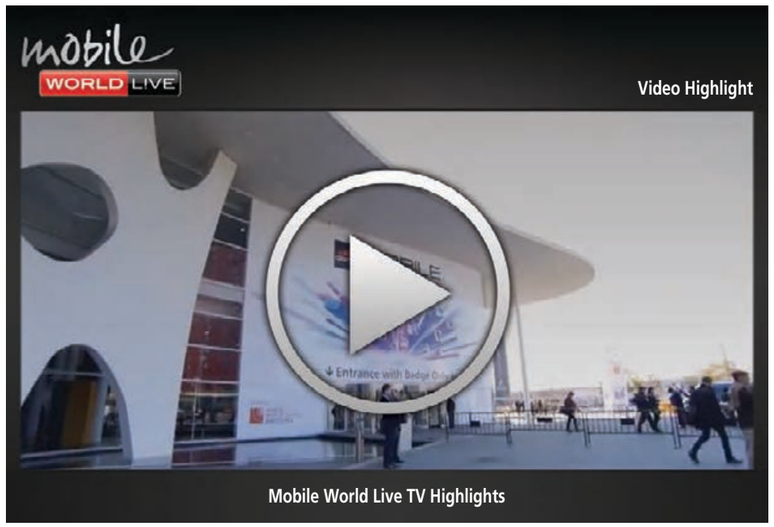
While at Mobile World Congress, you'll want to be sure to catch Mobile World Live TV. Broadcast live from the show across giant screens at the venue, as well as online **www.mobileworldlive.com** and across Barcelona on its own TV channel. Accessible in approximately 20,000 hotel rooms, our programming includes exclusive interviews with C-level executives from the world's largest operators, device makers and equipment vendors; exclusive live keynotes; panel discussions; press events and reports direct from the show floor. In short, Mobile World Live TV allows you to stay ahead of all the news from the show.



MWC 2013: Day 1 Highlights



MWC 2013: Show Wrap-up



Mobile World Live TV Highlights

CHOOSE YOUR PASS

Mobile World Congress 2014 has something for everyone, and we offer four different passes to meet the needs of all attendees. Whether you'd like to browse the exhibition, attend the industry's best thought-leadership conference, or experience five-star platinum networking, we have an offer for you:

	Exhibition Visitor Pass € 749	Silver Pass € 2,199	Gold Pass € 2,699	Platinum Pass € 4,999
My MWC *Our exclusive event planning tool*	●	●	●	●
Exhibition *1,700 exhibitors showcasing the latest products, devices and technologies*	●	●	●	●
mPI@MWC Montjuïc Exhibition *mPowered Industries industry-vertical exhibition at Fira Montjuïc (Does not include mPI Partner Conferences)*	●	●	●	●
GSMA Seminars *Insights and developments on key GSMA and industry initiatives*	●	●	●	●
Featured Programmes *App Planet, Partner Events, Forum Series and more! (Pre-registration and acceptance may be required for attendance)*	●	●	●	●
Keynotes & Conference Sessions *Includes post-event access to conference presentations via My MWC*		●	●	●
Global Mobile Awards Ceremony *Tuesday, 25 February. Watch as the industry's best receive recognition*		●	●	●
Wireless Intelligence Report *Receive a complimentary copy of the quarterly Wireless Intelligence Report*			●	●
VIP Networking Lounge Access *Find a seat, hold a meeting or make new contacts in the exclusive VIP Networking Lounge*			●	●
Conference Lunch *Network with fellow attendees in the centre of the action*			●	●
Dedicated Pre-Event Customer Service *Receive expedited assistance when contacting Mobile World Congress Customer Care*			●	●
Pre-Event Mobile World Live Webinar *Participate in a pre-event update from key leaders in the mobile ecosystem*			●	●
The Platinum Experience *Experience unparalleled networking opportunities and exclusive access to key industry leaders*				●

Pricing Notes & Discount Information

- GSMA Members are eligible to receive a 30% discount on all passes sold by the GSMA
- The official currency of Mobile World Congress is the Euro
- All passes are subject to VAT
- Accepted forms of payment are credit cards and wire/brank transfer

Registration Information

Registration Services within the GSMA App

Mobile registration services are available in the GSMA App. This includes registering for your pass, and accessing your Final Confirmation and your NFC Badge. Find the free GSMA app by searching "GSMA" in your app market.

NFC Badge at Mobile World Congress

The NFC Badge will enable you to enjoy ease-of-access to MWC, through dedicated NFC Badge entrance lanes at the North and South Entrances without having to repeatedly show photo ID. (You will only need to show official Photo ID one time to validate your NFC Badge.)

Additionally, you may use your NFC Badge to attend conference sessions held in Hall 4, subject to having a conference eligible pass. Please note that you must still collect a printed badge with valid Photo ID.

Age Restriction

Admission to Mobile World Congress is restricted to industry professionals and application developers over the age of 16. In the event a person under the age of 16 wishes to attend, they must secure prior written permission from the GSMA by writing to **registration@mobileworldcongress.com**. This policy is strictly enforced.

Onsite Registration Hours and Locations:

Date	BCN Airport T1 & T2B	Fira Gran Via	Fira Montjuïc (limited capacity)
Friday 21 February	09:00 – 20:00	n/a	n/a
Saturday 22 February	09:00 – 20:00	09:00 – 18:00	09:00 – 18:00
Sunday 23 February	09:00 – 20:00	09:00 – 20:00	09:00 – 20:00
Monday 24 February	07:00 – 16:00	07:00 – 20:00	07:00 – 20:00
Tuesday 25 February	n/a	07:30 – 19:00	07:00 – 19:00
Wednesday 26 February	n/a	07:30 – 19:00	07:30 – 19:00
Thursday 27 February	n/a	07:30 – 16:00	n/a



Final Confirmations

Please refer to your Final Confirmation for your badge collection instructions. This will be sent to you in an email when you fully complete your registration. Alternatively, your Final Confirmation is accessible from the GSMA app.

Required Photo Identification

Photo ID checks will be performed and badges will only be given to the person matching the name of the registration, on presentation of official ID. Under no circumstances will badges be given to anyone other than the person named on the badge. Photo identification is also required to enter the venue (unless a validated NFC badge is used). Please carry Photo ID with you at all times.

Accepted forms of Photo ID include driving licence (with photo), national ID cards and passports. We cannot accept any ID with non-European characters (e.g. Chinese, Korean, Arabic or Japanese characters).

Fast Track Badge Collection

If your Final Confirmation states that you are eligible for Fast Track badge collection, please bring your Final Confirmation, along with your Photo ID and a Business Card to one of our registration locations. Fast Track locations are open to you over the weekend before the event. We are offering Fast Track badge collection at Barcelona Airport Terminal 2B, and in a limited capacity over the weekend at Fira Montjuïc (Hall M8). We strongly advise you to collect your badge early at the airport or at Gran Via to avoid the rush on Monday.

New Registrations

We strongly recommend you Register or complete your registration before the event in order to avoid any potential delays when you arrive onsite. To register, visit **www.mobileworldcongress.com/registration** or register via your mobile phone using the GSMA app.

Registration Enquiries

For our substitution or cancellation policies, or should you have other registration-related questions, please visit our Registration FAQs page, **www.mobileworldcongress.com/registration-faq/**.

General Queries:
registration@mobileworldcongress.com

Exhibitor Queries:
exhibitorregistration@mobileworldcongress.com

Travel Information

International Travelers Save Up To 20% with the Star Alliance™ Network

The Star Alliance™ Members Airlines have again been appointed as the Official Airline Supplier for GSMA Mobile World Congress 2014.

To obtain the Star Alliance Conventions Plus discounts please follow the below steps to access the Conventions Plus online booking tool

- Visit **www.staralliance.com/conventionsplus/delegates/**
- Under "Delegates login" enter conventions code **LH07S14**

Registered participants plus one accompanying person travelling to the event can qualify for a discount of up to 20%, depending on fare and class of travel booked. The participating airlines for this event are:

- Adria Airways
- Aegean Airlines
- Air Canada
- Air China
- Asiana Airlines
- Austrian Airlines
- Avianca
- Brussels Airlines
- Copa Airlines
- Croatia Airlines
- EgyptAir
- Ethiopian Airlines
- LOT Polish Airlines
- Lufthansa
- Scandinavian Airlines
- Singapore Airlines
- South African Airways
- SWISS International Airlines
- TAP Portugal
- THAI
- Turkish Airlines
- United
- US Airways

Learn more at **www.mobileworldcongress.com/airline-discounts/**.



Hotel Accommodation

Once again, we are proud to have b network (formerly Barcelona Business Pass / BBP) as the Official Supplier for Hotel Accommodations for Mobile World Congress. In partnership with the Barcelona Hotel Association, b network has secured a range of great accommodation solutions at every price point and is ready to assist with accommodation bookings at more than 300 hotels from two-star budget to five-star luxury in the Barcelona area. b network has negotiated with the majority of the city's hotels to provide the best possible rates for MWC attendees. b network's rates are usually 25% to 50% lower than rates on the direct market (depending on the type of room).

Book your accommodation today while great locations and prices are still available!

Tel: +34 93 550 03 50
Fax: + 34 93 414 17 86

Email: **mobileworldcongress@b-network.com**

Web: **www.mobileworldcongress.b-network.com**

Travel Information

Barcelona: A Magical City

"In most cities, when you want to see great art, you go to a museum. In Barcelona, you just take a walk." – Jim Ferri

There are few cities in Europe – or around the world – that have an allure quite like Barcelona. Whether you're interest lies in amazing architecture, sandy Mediterranean beaches, dance and culture, historical significance, vibrant party scenes, or gastronomical delights, Barcelona has something for you. You'll definitely want to soak up the city while you're in town for MWC. Be sure to schedule some time before or after the event to experience the best of Catalonia!



Your Arrival

Most attendees enter the city via Barcelona Airport, which is located just ten minutes away from Fira Gran Via and is served by more than 110 airlines. Of course, the city is also served by the AVE high-speed train, which connects with the European Rail network via Madrid.



See the Sights

Everyone you ask will name a different Barcelona sight as their favorite. From the pedestrian avenue La Rambla and the Gothic Cathedral to the as-yet-unfinished Sagrada Familia church or the works of Antoni Gaudí, there is much to see. Barcelona Turisme has a wonderful website, www.barcelonaturisme.com, to help you narrow down your many options.

Still can't decide? Our Official Accommodation Provider b network has done the work for you! b network has pulled together a variety of different tour opportunities for you or members of your traveling party. Options include an FC Barcelona stadium tour, a day spa experience, wine and ham tastings, or a morning catamaran sail, among others. Let this be the year that you see more of the city – visit **www.mobileworldcongress.com/barcelona-tours** and book a tour today!



Getting Around

We are thrilled to be at Fira Gran Via and we want to ensure that you arrive at venue without issue. The most convenient, inexpensive and reliable way to get to Fira Gran Via is by Public Transport and Free Official Hotel Shuttle Buses. All MWC attendees using public transportation will receive a free transportation pass valid for the four event days. Transportation passes will be distributed when picking up event badges at all registration locations during the weekend prior to the event, as well as at the transport pass desk in the South Entrance of Fira Gran Via, from Monday to Thursday. New for 2014 is a continuous shuttle bus service connecting Fira Gran Via and Fira Montjuïc during the event days. Learn more and find the best option prior to your arrival, by visiting **www.mobileworldcongress.com/fira-gran-via/#fgv**.

Stay Safe

Barcelona is a safe city. Nevertheless, while you are visiting we suggest taking common-sense precautions as you would when visiting any major city, including carrying only as much cash as you need, keeping an eye on your personal belongings, both inside and outside the Congress venue, and remaining vigilant in crowds, restaurants and on public transportation. Watch out for people creating distractions and diversions. Also, we strongly suggest you remove your Congress pass when you leave the venue, so as not to advertise that you're carrying the latest mobile devices.

However, if you do experience a security incident while in Barcelona, please call +34 900 77 2014, a free 24-hour security telephone number providing assistance and information during the event days. Making a report helps the city to fight petty crime. This service covers the entire city of Barcelona - not just the event venue - and the number will be printed on the back of your Congress pass for easy reference.



Visit **www.mobileworldcongress.com/travel** to learn more.

MOBILE WORLD CONGRESS

www.mobileworldcongress.com

MWC GREEN INITIATIVES

In an effort to minimise the environmental impact of our events, the GSMA has created the MWC Green Initiatives programme to promote reduced material usage and waste at Mobile World Congress. This item is delivered digitally to reduce our production of printed materials.

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